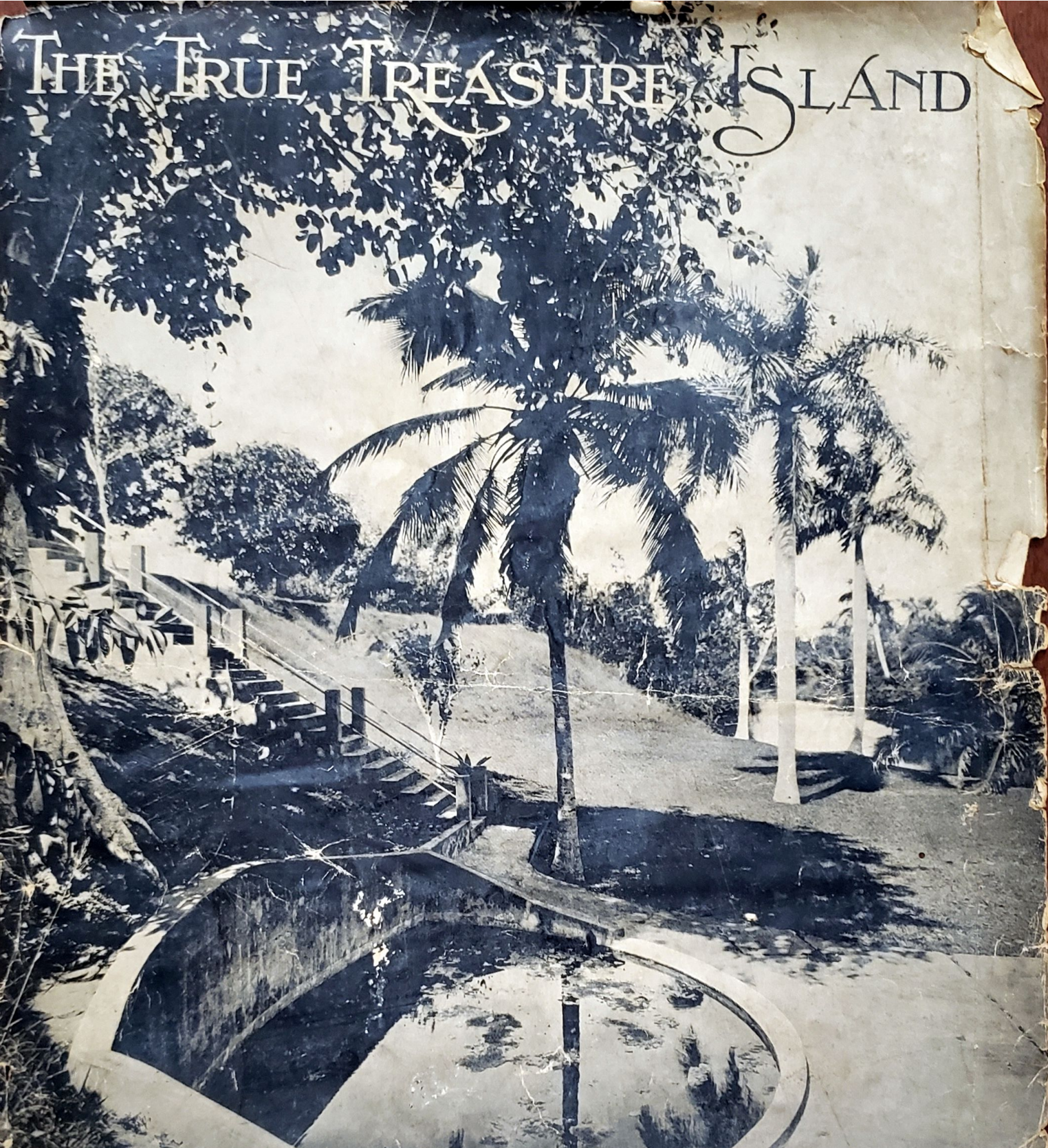
The True Treasure Island



Isle of Pines Post

DESCRIPTIVE NUMBER — NOVEMBER 26-1931

BECAUSE The Isle of Pines is a clean, healthful and pleasant place to live—

A forty acre cucumber field full of the beneficent "Vitamin A" and others so necessary to health in Northern latitudes in winter. Field grown cukes have never been raised successfully in the States in winter.

English speaking white people, most of them from the States and most of them with knowledge and experience in farming and fruit growing, make up a large and well-assorted colony with agreeable social life—

The climate and living conditions are conducive to contentment and the soil and weather combine to make the Isle the ideal place for the production of summer citrus of wonderful quality with a season all its own, as well as because these same conditions are all favorable for the production of vegetables of the finest ALL THROUGH THE WINTER—

We share, with the people of the Isle, their love for such a lovely place and their belief in its natural tuture—

And because of many other reasons which are more fully shown in this Descriptive Number of the Isle of Pines Post—

GARGIULO and AMENDOLA, one of the great commission houses of New York,

Feels a special interest in the Isle of Pines and its friends, the growers there, and in their efforts toward a more profitable agriculture as well as in their efforts to carry the story of the Isle's advantages to larger numbers with a view to attract many more of the thousands who need just such a place to add to their days in the land and the happiness of them.

WE HAVE STOOD READY and WE STILL STAND READY to back our interest and belief in this incredibly wonderful land with our help and our resources.

In your fight for a right to a more just treatment for your products in the markets of the United States we are not behind you, but BESIDE YOU!

In your efforts to find a way to better distribution and more satisfactory returns for your efforts, we are WITH YOU!

Our field men and Mr. Silvio Gargiulo find their visits with you and to your Isle are trips to be anticipated with pleasure and remembered as all too short.

SO — Whenever we can serve you in any way, by all means see our Isle of Pines Representative, **MR. WILL H. BROWN—**

He, and we through him, you will find ready to lend a hand in every reasonable way.

GARGIULO & AMENDOLA

282 WASHINGTON STREET **NEW YORK CITY**

Postcript: When near New York do not fail to look us up. We want to see you!—G. & A.

INTRODUCTION

Folks: we want to make you acquainted with Treasure Island and here's a picture drawn from the life by Ed. Anderson who drew a lot of water around these parts until some of the big syndicates enticed him away. Now he is up in the arctic regions of the States making lots of jack and wishing he had stayed on the Isle where it never gets too hot nor too cold for comfort.

The steamer approaching from the north is the twin screw Motor Ship "PINERO" if it is not the Steam Ship "CRISTOBAL COLON" or the also Steam Ship "CUBA." Northeast by East we have "LA BARCA" being chased into the Júcaro River by a British Man o' War in 1822. South by East we have Captain England with a working-party on the way to bury a chest of Doubloo and Pieces of Eight. The two carrying the treasure chest were, of course, shot and buried on t of the treasure, so the old boy himself had to fill up the hole and make the map which was tak out of his clothes by the hangman who left him dancing on nothing while he tried to make out the strange symbols.

The boy in the boat to westward is Fred Bernoth, who, after h harrowing experiences on the Isle with the ghosts of long-dead pirate has retired to the comparative peace and security of handling the nigh trick at his Washington Hotel Bar in Havana. On the occasion her depicted he had hooked the great-granddaddy of all big Groupers an the Smith boys had taken to the water convinced that the big fello was determined to swallow boat and crew.

Nor'westerly we find Will Brown fishing from the shore near th mouth of the Nuevas River. This, of course, was in the good ole day before he was loaded down with so many jobs that he had to give up fishing for fish in the fishful seas which approximately entirely surround the Island.

The holes scattered all about were left by Pete Christensen, Jack Leffingwell and George Allan England when they dug up the treasures so carefully hidden by George's famous ancestor from whom George inherited his piratical proclivities and a key to the map which he later stole from a great-great grandson of the hangman who gave the great Captain his last dance.

The sea serpents were seen only by Jack Leffingwell and were interpolated by the artist and his insistence that they were there in plain sight. As the aforesaid Jack is a bad man to cross when in his cups, Ed admitted that he saw something stirring up the water and that Jack's eyes were probably better than his own. He then drew the critters from Jack's vivid description.

Civilization has destroyed much of the old glamour of Treasure Isle. An Opera Company, the Minstrel Show, comedies, drama (pronounced draymuh, dramma or drawmah, according to one's personal preference), bridge, dancing, beach and other parties, now furnish most of the entertainment outside of the shows at the two sound-equipped movie theaters in Nueva Gerona.

Fords, with and without wings; Chevrolets, automobiles, Frigidairs, Icy-Balls, Delco-lights and such new-fangled contraptions have terribly complicated our formerly untrammeled existence and the eugenic hat has capped the climax. Civilization, willy-nilly, has come in spite of every effort on the part of real Pineros to stave off the inevitable.

If the folks on the Isle ever find out who put out this book of pictures and invited EVERYBODY to come on down to the hideout, it will probably be a bad day for the editor; but, the Bank, the Chamber of Commerce and the Isle of Pines Steamship Company are just as deeply implicated as we are, so that makes it official, (pronounced in the Navy, 000H-fishul!)

Probable comment by the Isle's one non-subscriber to the POST:—"Yeah, an' if it hadn't a bin fer our folks areadin' 'bout all them new-fangled contraptions in that damned "PEST", in the advertizements, everybody would have been livin', still, jest like they did in the good ole days!"

That's alright, Folks, come on down anyhow. We won't let him bite you! He couldn't do much damage anyhow, because he wouldn't let Doctor Mizell make him a set of good teeth when he sold his grove. (The "Dum Furriner" he put it off on, now has kids in college, an extra car for the Missus and makes a trip to Europe every two or three years on one of the North German Lloyd fastest flyers afloat.)

UNITED FRUIT COMPANY

STEAMSHIP SERVICE

Regular and dependable scheduled arrivals are a guarantee to the producer

With its fast freight and passenger service to and from Havana, New York and New Orleans, THE GREAT WHITE FLEET affords the best and most rapid service to Isle of Pines growers in the transportation of their fruits and vegetables to the Southern territory thru New Orleans, to the North Atlantic and Mid-Western territory as well as to Europe thru New York.

The United Fruit Company takes this opportunity to express to its patrons in the Isle of Pines its sincere appreciation for their cooperation and support in helping it to maintain uninterrupted service over a period of many years.

SAILINGS

From Havana to New York—every Thursday (1.00 a. m.) arriving New York Sunday morning.

,, ,, to New Orleans—every Saturday (1.00 a. m.) arriving New Orleans Monday daylight.

,, New York to Havana—every Saturday, arriving Havana Wednesday morning.

,, New Orleans to Havana—every Wednesday and Saturday, arriving Havana following Friday and Monday noon.

UNITED FRUIT COMPANY

HAVANA
General Office
Santa Clara Pier

Passenger Office:
Paseo de Martí 110-A

NEW YORK
Pier 3,
North River

CHICAGO
111 West Washington St.

NEW ORLEANS
321 St. Charles St.

BOSTON
Long Wharf

SAN FRANCISCO
1001 4th Street

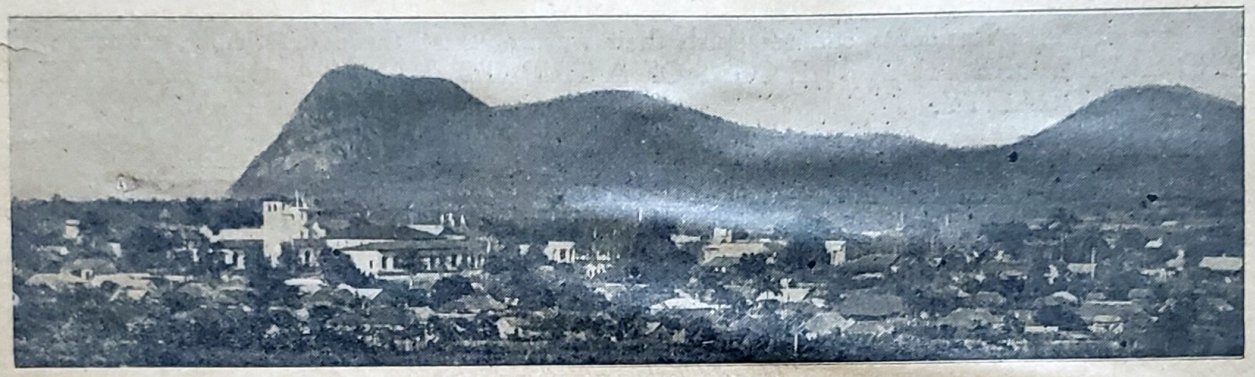
1932—DESCRIPTIVE NUMBER—1932

Isle of Pines Post

...blished twice a month in the interest of the Isle of Pines, its Prosperity and Progress

Acogido a la Franquicia Postal e Inscripto como Correspondencia de Segunda Clase en la Oficina de Correos de la Habana

...V, No. 22 NUEVA GERONA, ISLE OF PINES, NOV. 26, 1931 PRICE, 40 CTS.



None of the business section is included here. In the background, left to right, Caribbean Sea, Columpo Head and Caballos mountains. Roughly paralleling this range and separated from it by a high plain about a mile and a half wide, is the Río Las Casas which serves as a harbor and is deep and salt for about five miles from where it enters the sea, two miles north of the city. Masts of ships are visible. Looking Eastward to the sea and the marble mountains of the Caballos Range across the southern part of the town of Nueva Gerona. Buildings, left to right, are San José Hotel, Public School, with tower, in front of Church with tower. Lacret Park and City Hall.

—Photo Buholzer

Comfort + Health + Peace + Prosperity + Long Life = ISLE OF PINES! Q. E. D.—TEMPUS FUGIT.

ISLE OF PINES STEAMSHIP COMPANY IMPORTANT FACTOR TO GROWTH

Isle Not Isolated Now Is Well Served by Lines

Since 1847 there has been some sort of steamship service between Isle of Pines and the Port of Batabanó (Bah tah bah NOH), on the south coast of Cuba directly across Cuba from Habana and about 38 miles from Havana by rail or highway.

The Compañía Fomento Pinero placed the first steamer in service and this was followed by the S. S Nuevo Cubano which was operated by don Angel García de Ceballos who built the Ceballos Hotel in Santa Fé and who was one of those who did most the develop the Isle in the pre-American era. His nephew, don Pedro de la Concha Ordóñez, who came from Spain in 1868, was associated with him in all of his work for the Isle and succeeded him A number of ships served the Isle during the more than half a century to the coming of the American settlers at the turn of the century, among them the Cubano, Nuevo Cubano, Protector, Isla and others.

The Isle of Pines Steamship Company was organized as an American corporation in 1906 but after two years it was forced to incorporate as a Cuban company and to employ Cubans almost entirely. Many of the employees of the first organization are still in the service which they have seen grow from the time of the weekly service of the early days to twice a week with the Campbell; three times a week with the Hannover and Cristóbal Colón up to about 1926; and the present excellent daily service with the Pinero, Colón and Cuba.

These ships are maintained in perfect condition at all times and undergo thorough overhauling each summer, usually at one of the great shipyards at Habana. The Cuba is faster than either of the others and quite as seaworthy, but, on account of her smaller size and capacity, she is used chiefly as a replacement in case of repairs and to help handle the peak load of fruit in August and September. The three ships sailing three trips each per week can deliver more than thirty thousand boxes of grapefruit every six days or 150,000 boxes per month. In

(To page 4)

Fisherman's Luck—Isle of Pines Version

This Final Close-out Sale Will Save You The Cost of a Trip to Havana!

The only American Clothing in Cuba and the Isle of Pines is being offered now, be actual cost—**THESE SAVINGS CANNOT BE DUPLICATED.**

The GOTHAM STORE is discontinuing business, due solely, to the prohibitive tariff on clothing importations.

Isle of Pines Residents can replenish their wardrobes at these drastically reduced prices AND SAVE MORE THAN THE COST OF A TRIP TO HAVANA ON CLOTHING OF HIGHEST QUALITY.

Griffon Brand
Tropical Clothing

Indestructo, Trojan
Resillo—Fine Neckwear

Fashiontown
Dress Clothes

Haspel Brothers
Washable Clothes

Middieshade
Blue Serges

Stay-rite and Kenilworth
Finest of Shrirts

The Gotham Store
"Good Clothes—Nothing Else"
BEN PROJAN S.EN C.
O'REILLY 70
HOME OF HART SCHAFFNER & MARX CLOTHES

(From page 3)

case of real need this capacity could be almost doubled by making more trips, as the actual running time is less than nine hours. A railway car holds 360 boxes of fruit and the capacity of the Pinero is almost fifteen cars per voyage. The others carry somewhat less.

Each of the ships has a number of comfortable staterooms which are furnished with running water, electric lights, electric fans, clean and very comfortable beds, thermos bottles always filled with iced Magnesia Spring water, fresh linens and whatever one expects for comfortable travel at sea.

The fact that it has been necessary to increase the number and capacity of the ships as well as the number of trips per week is the best index to the growth of the business and importance of the Isle. Daily sailings since 1926 indicate even more clearly than the constant increase in the volume of grapefruit and vegetables exported, the fact that the Isle of Pines is a growing as well as a going community.

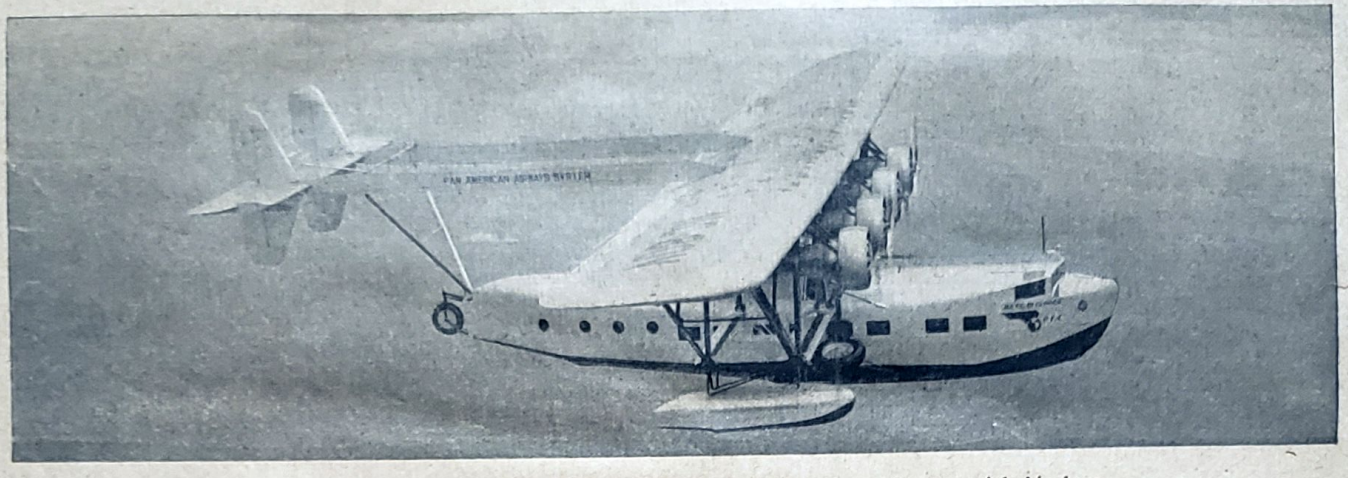
Travelers should not hesitate about visiting the Isle on the score of comfort. The remarkable improvements in the comfortableness of these ships, even in the past two years, leaves but little to be desired by the most fastidious. The trains leaving Havana Central Station at 7:25 P. M. run alongside the steamer at the dock in Batabanó at about nine o'clock and this hour and a half train run is by far the least agreeable part of the voyage. Those who prefer to see the beautiful country between Havana and Batabanó should motor across Cuba and arrive in the Port early enough to enjoy the very interesting sights and delightful seafood meals of this very Spanish seaport town. The Cervantes and Dos Hermanos Hotels have wonderful meals and the Dos Hermanos is marvelously finished in more than hundred different kinds of beautiful hardwoods.

From Batabanó the trip across the Gulf of Batabanó, an arm of the Caribbean, is a real joy. On moonlight nights, and most of the nights are such, there are always a number of passengers who spend many hours on deck, at cards or conversation accompanied by service from the well-stocked bar, or on one of the open decks watching the great stars which hang like golden lanterns and seem to be almost within reach.

(To page 5)

Seventy Employees of the Isle of Pines Steamship Company greet their Chief, Captain William J. Mills, on his seventy-fifth birthday. They traveled as a motorcade, to his home at Santa Bárbara, to present him his portrait, done in oil, at their own expense.

PAN AMERICAN AIRWAYS SYSTEM



"AMERICAN CLIPPER"—50 Passengers—World's Largest Commercial Airplane

HAVANA-MIAMI IS NOW ONLY $28.00

DAILY SERVICE TWO HOURS

MAIL AND PASSENGER SERVICE TO THIRTY-TWO COUNTRIES

WEST INDIES—MEXICO—SOUTH AND CENTRAL AMERICA

PRADO NO. 13, HAVANA TELEPHONES: A-2222, M-2222

(From page 4)

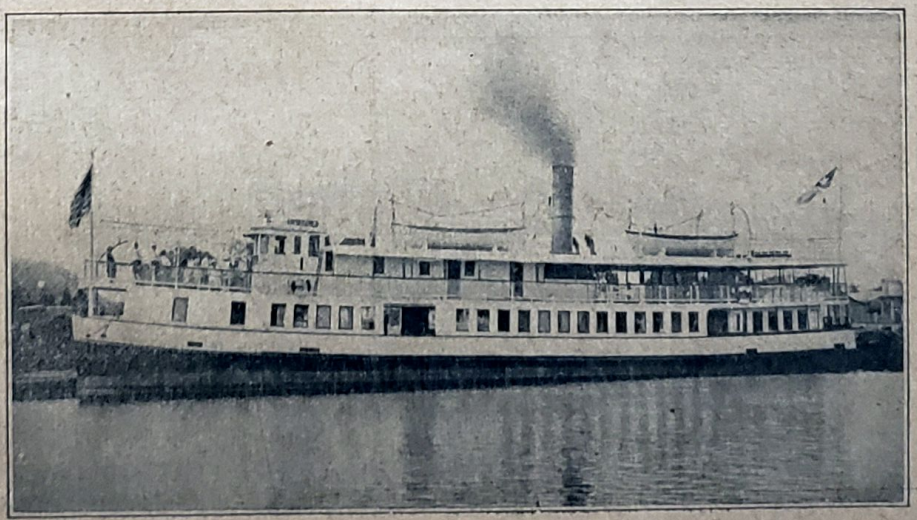
In the early dawn the ship noses in at the Presidio Wharf to unload part of her cargo and, possibly, some passengers. Then she heads out around the Gibraltar-like Pata de Columpo, a marble mountain extending well out into the sea and with a few bare surfaces of white marble showing through the dense green vegetation in strange forms which clothes these mountains perennially. After crossing the front of a half-moon bay with a good sand beach, the ship turns hard aport into the Río las Casas or Casas River which she follows for about two miles to the wharf at Nueva Gerona.

Red-tile roofed houses surrounded by many trees, flowers and shrubs, compose the City of Columns. It is so called because all roofs project over the sidewalks and are supported by great round pillars. Most of the streets are paved with asphalt and the others are built of an iron or manganese gravel which bonds beautifully. The town has about two thousand five hundred population and roads radiate from it to all points on the Isle. There are always plenty of taxis to meet the ship and if the traveler has a tour ticket he will be met by the Company's driver who will take him to Tom Upton's Tropical Gardens Café for breakfast. In any case this is a delightful place to eat and much more like a pleasant Club than restaurant or bar. After breakfast comes the choosing of the trips for the day. Tour passengers may go to Santa Fé, Jones' Jungle, the Presidio and Bibijagua Beach or may substitute Santa Bárbara and McKinley for the Santa Fé trip. A great many decide to stay over for a few days and see all of the delightful sections which would be missed on a one-day trip and the Steamship Company is usually willing to extend the tour ticket a few days.

There are English speaking drivers available who know the Isle well and can add much to the pleasure of a visit by taking visitors to the homes of residents who are always pleased to show what beauty spots they have made to live in and how easy it is to make things grow. Several of these residents keep registers or guest books which have been sources of great pleasure in the making and have resulted in many firm friendships. Newell L. Simmons, who has spent most of his life on the Isle and knows everyone, personally conducts visitors at a very reasonable charge for his car and services. He is honest and trustworthy, which is also true of most of the other drivers, and is everybody's friend. His intimate knowledge of places and people adds much to the interest of a trip with him. As correspondant for the Times of Cuba, singer, actor and, occasionally, nurse, he has won a degree of affection from all, which is extended to his guests.

Returning from the Isle the visitor takes the ship at Nueva Gerona Wharf at 8 o'clock

(To page 10)



Steamship "CUBA" of the Isle of Pines Steamship Company, Smallest Ship of the Fleet

Photos Buholzer et al—See explanation on following page

BRING YOUR CAR ALONG

And add a lot to the enjoyment of your stay in Cuba. The seven hundred mile Central Highway through the World's most beautiful country, calls you!

The Electrical Equipment Company of Cuba has the only Official Automotive Electrical Service Station in Cuba with sub-stations in all principal cities.

OVERSEAS MOTOR SERVICE

(You know it in the States as UNITED MOTORS SERVICE)

Exclusive Distributors for

WILLARD BATTERIES
DELCO-REMY, NORTHEAST
and AUTOLITE ignition systems

also TRICO, N-D, HYATT, KLAXON,
A-C, HARRISON RADIATORS
and CARTER CARBURETORS

Winfield
Winner of the Field
CARBURETORS
All Indianapolis Winners since 1925 have been WINFIELD equipped.

R. V. WATERS, *Managing Director*

ELECTRICAL EQUIPMENT COMPANY OF CUBA

GALIANO 29 **HAVANA, CUBA**

Explanation of Photos on Page 6

Taking the photos on the preceeding page from top to bottom, left row first, we have: Saint Joseph's Academy on the northeast corner of Lacret Park in Nueva Gerona. This is a Catholic Sister's School which teaches children from Kindergarten to High School and business courses. As the instruction is entirely in Spanish, English speaking students must and do quickly acquire a through and correct knowledge of the useful and beautiful language of Spain. English is also taught to the Spanish speaking students and this has been an important factor in the establishment of understanding between the two elements living here on Treasure Island.

Next in order is a view of the bath house at Santa Rita Springs, operated in connection with the Santa Rita Springs Hotel in Santa Fé. This beautiful and substantial building is so divided that two separate parties using it at the same time may have absolute privacy and the simultaneous use of large, tiled bathing pools. The waters have a quickly noticeable effect of stimulation which is attributed to their high radio-activity and thousand of guests have found here, in a few days or weeks, benefits in health they had failed to obtain with the spending of large sums in hospitals and other methods of treatment. The water is always warm, close to ninety degrees, and offers not the slightest shock to the most delicate nervous system.

Then comes a view of the rear of Villa Aurora, home of Mrs. and Mrs. Robert I. Wall, near the Santa Rita Hotel and Springs and adjoining that property at Santa Fé, which also belongs to Mr. Wall. This was the residence used as a model by the Great Commoner for much of the design of the Bryan home at Miami. For nearly twenty years it has housed Presidents and visiting dignitaries and is easily the finest private residence on the Isle. It is finished in native precious woods, tiles and art grillwork from Spain, and represents an ideal type of residence for tropical countries.

Next to the bottom in the first column is a view of the home of Robert Sanborn, a retired publisher who divides his time between the Isle and Havana. This is called Rancho Paso Piedra or Rocky Ford Ranch. Here we find more wrought iron and brass in gates and door fittings. This is a sumptuous grove home on the banks of a delightful little river with swimming pool and power dam. The location is southwest of Santa Bárbara in another of the most beautiful sections of the Isle. Nearby are the homes of Mr. and Mrs. Thomas Howard, Mr. and Mrs. John Gooravin, Mr. Thomas Anderson and others.

At the bottom of the first column is the Santa Rita Springs Hotel, operated by Mr. and Mr. Austin G. Campbell, formerly of Maryland and St. Simon's Island. Here the discriminating guest finds more than comfortable lodging, excellent food, and a quick improvement in general health. On the registers of the famous hostelry are to be found the names of illustrious visitors of the past two decades who have returned, many of them many times, to store up health for the tense battles of busy lives in less favored climates.

At the top of the second column we find field workers cultivating peppers in January to supply this nutritious part of the winter diet of residents of the North. All through the winter planting and shipping continue without thought of frost because the Isle of Pines has never seen such a thing nor temperature anywhere near the danger mark. About a hundred carloads of peppers are shipped each season. About the same quantity of Eggplant is raised here and the movement of cucumbers in 1931 was more than two hundred cars. Extra rich in iodine and the vitamines which are stored through the bright winter days, are these fruits of the field from the Isle of Pines. If you want watermelons in midwinter you can find them up to seventy pounds in weight, richer and sweeter than any that ever tempted a boy in Georgia or Ohio.

Here, in the next picture down, we have a basket of puppies worth two thousand dollars, with their mother, worth another thousand. They are German Boxers and were raised by Mr. and Mrs. Eugene A. Bowen of Santa Fé and New York. On another page is shown a Great Dane, owned by the Bowens, at the base of a Coco Palm, usually called a cocoanut tree. They also have some throughbred Dachshunds, apparently raised under exceptionally low bu-

reaux. Mrs. Bowen died recently in Havana on her return from a trip to New York.

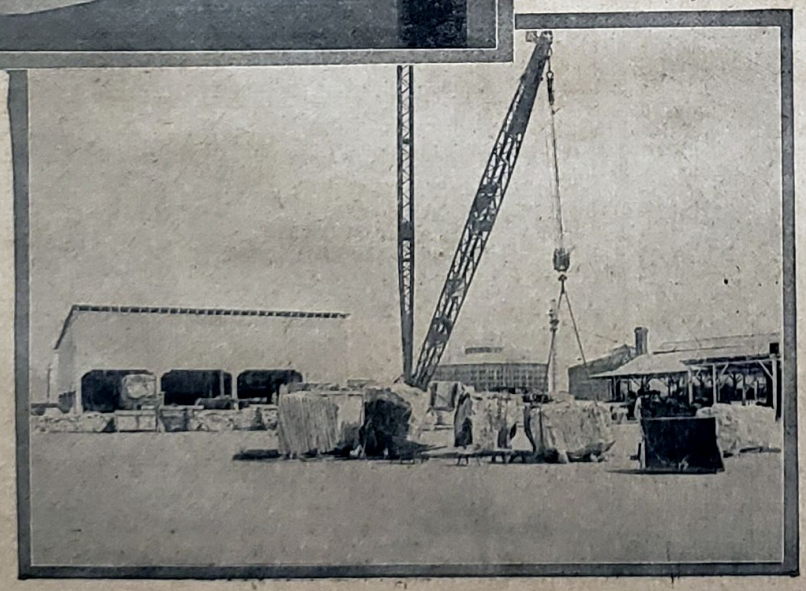
The third picture in this column shows the marble road leading into Nueva Gerona from the East. This was taken from a point almost in front of the beautiful and wonderfully located home of Mr. and Mrs. Thomas Upton. It crosses the Casas River near the point where it ceases to be visible and enters the town of Nueva Gerona. To the left or southward runs the road to Santa Fé with branches to Columbia, Bibijagua Beach and Tumbita. In the background we see the Casas Mountains and the white scar behind the Public School is the marble quarry. In the other direction, this road leads to the Presidio Modelo, without a peer among the correctional institutions of the World, and to the Nueva Gerona Airport where the giant Fords of the Curtiss Airways have their terminal.

Next we have Mr. N. K. Wiley with a few of the thousands of purebred white leghorns who furnish the super-quality eggs used exclusively at all of the better hotels and restaurants in Havana. The building shows the native style palm-thatch construction which is the best of all roofs for this country.

At the bottom is the home of Judge and Mrs. Charles B. Barnes at Tumbita. Mr. Barnes is a retired industrial relations Czar and former president of the Civic Club of New York. He has acquired a considerable acreage in one of the best sections of the Isle and has a grove which is just coming into bearing. A Kohler light plant, Frigidair and other electrical conveniences give them the advantages of a New York apartment home along with the greater advantages of the comfortable and healthful climate only to be found on the Isle of Pines. Mr. and Mrs. Barnes have proven distinct assets to the social life of the Isle and have made a host of friends. Mrs. Barnes is an educator and chemist whose knowledge along these lines is most useful.

CLOSE-UP of Marble Quarry Near Nueva Gerona

The top photo on this page shows blocks of the beautiful fine-grained marble of the Isle, and the mountain face from which it is quarried. Most of the benches and marble work in the parks and around the new Capitol building in Havana are of this lovely, time-defying material. A slab of this marble laid in 1732 has been studied as to its resistance to weather and warping. Experts declare that in these respects it is superior to the best of European marbles. It comes in white, pink, grey and black-and-white veined and varies from a smooth, waxy consistence to a type which seems to be made of large crystals which make it possible to see deep into the stone.



TOWER in Playground of Public School Nueva Gerona

This tower and the entire plant of the Centro Escolar of Nueva Gerona, form a true example of the beauty of line and utility of design which give Architecture its place as one of the fine arts while demonstrating its practical values. The tower serves as a water system for the school and its grounds. Merry-go-rounds, Panamá slides and other playground equipment were donated by President Machado, personally. This plant was the first and experimental model for the great program of school-building which has covered Cuba and the Isle of Pines with a wonderful system of educational buildings.

BIG MARBLES Call for Big Thumbs This Doojigger Handles Them Up to Twenty Tons

DRAIN

off today your worn, diluted motor oil. Don't expect your engine to function properly on a thin, gritty lubricant.

FILL

with the longer-lasting Texaco Golden Motor Oil

then.. LISTEN

to your softly purring engine. There's conviction in that story of perfect lubrication—of oil-sheathed bearings—of safely protected cylinder walls—in short—of a smoother-running engine.

Clear, golden in color, Texaco is free from impurities, free from hard carbon. It's full-bodied—longer-lasting!

Miles of fast driving in the hottest weather will not break it down nor reduce its lubricating efficiency.

Drain today—then fill with Golden Texaco Motor Oil. You'll be surprised at your alert, sweeter-running engine. Sold where you see the Texaco Red Star with the Green T.

THE NEW

TEXACO MOTOR OIL

CRACK-PROOF—LASTS LONGER

DISTRIBUTED ON THE ISLE OF PINES BY A. E. SUNDSTROM

SEE SUNDSTROM ADVERTISEMENT ON PAGE 20

(From page 5)

P. M. and reaches Batabanó at or before dawn. If he wants to arrive early in Havana he takes the train at about six o'clock arriving at 7:33 at the Central Station. On this trips he gets a good view of typical Cuban scenery. Should he prefer to rest longer, he can breakfast in Batabanó and take a later train or go by auto. There are also bus lines which run on half hour schedules and have a ridiculously low rate of about thirty cents for the trip of thirty eight miles. The busses or Gua Guas (wah wahs) as they are called by the Cubans, are not uncomfortable in pleasant weather and they allow as much baggage as you can carry.

Just why anyone should want to go back after visiting the Isle of Pines is one of those mysteries we have never been able to fathom, but, there is no accounting for tastes and many do.

Tickets to the Isle can be bought and reservations made at the Centro Asturiano office of the United Railways or at the Central Station in Havana. They can also be bought aboard the ship at Batabanó and at ship or office in Nueva Gerona or from any office of the American Express Company.

The tour ticket costs twenty dollars and includes rail and water fare from Havana and return with meals, stateroom and auto tour of the Isle. The time required is 36 hours from leaving to return to Central Station in Havana.

One way fare is $6.40 and round trip ticket, good for 15 days, costs $10.20. Breakfast a la carte on arrival Batabanó. Sandwiches and refreshments served from grill aboard ship at reasonable prices. Berth in stateroom is two dollars.

Ships leave Batabanó every night except Sundays and leave Nueva Gerona every night except Saturdays. To leave Cuba without having seen the Isle of Pines is like turning away from the gate of paradise after being cordially invited to come in and visit. It can only be justified in case one feels he can not stay and does not want to become dissatisfied with the place where he has to live!

"One who has not seen Seville,
Has not seen a true Marvel!"

FREIGHT SERVICE

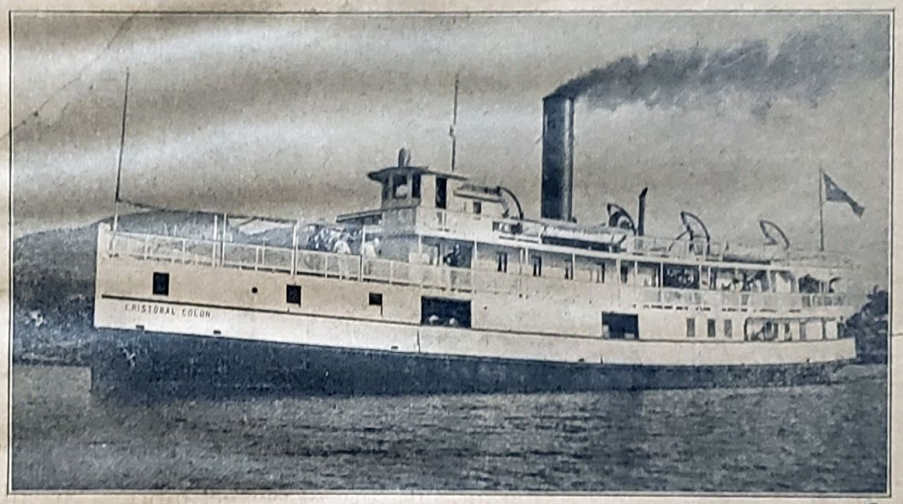
For many years there has been constant improvement in the facilities available for the movement of the Isle's fruit and vegetable crops to markets in the United States and Europe. This improvement has become more marked as the volume moved has increased and especially within the past two or three years, the time has been reduced, cost cut, decay loss eliminated and the dispatching has been reduced to an exact science.

The opening of all U. S. Ports, with agricultural inspection, to Isle grapefruit and vegetables has been highly beneficial in affording better distribution and lower costs. Until September of 1931 all Isle products were forced to enter at New York or to be sent through Key West or New Orleans to points north of the Ohio River before they could be unloaded. As shipment back into the South was forbidden, this seriously hampered distribution and barred a most desirable consuming area. This had been in effect since 1922 and careful checks of all shipments, as well as frequent inspection of the Isle's groves and fields by U. S. Department of Agriculture Inspectors, has failed to show any reason for our growers being subjected to such an embargo.

Recently reported reduction on eggplant and pepper tariff rates would seem to indicate a saving of twenty cents a box on peppers and about sixty cents per box on eggplant. At this writing we have not as yet learned what is to be done on cucumbers, our chief export crop outside of Grapefruit, but, the outlook seems even better as our winter cucumbers have no field grown competition during our shipping period. The Tariff Commission has repeatedly refused to grant any hearing on the grapefruit rate although it was created for that purpose and is specifically required by law to give hearings on any product when applications are made by parties at interest, in due form.

New and very fast ships have cut several hours from the time required to carry our fruit and vegetables to New York and other points. Refrigerator equipment of cargo space in these ships has reduced the danger of decay loss without adding to the freight rate. Pre-cooling has been made available

(To page 14)



Steamship "Cristóbal Colón" of the Isle of Pines Steamship Company.

YOUR TELEPHONE—

in home, office or packinghouse, may cause you to want to 'Cuss' the lines, the instrument or the service, occasionally, but it will save lots of time, effort and gasoline in the course of a year.

Then, too, it is well to remember that your phone may save a life or serious property loss and that it gives a sense of security and nearness to friends and neighbors that is well worth the cost.

Some point of mutual agreement is often the basis of a priceless friendship—if you and the other fellow can't agree on anything else you can at least get together on 'cussing out' the phone service and—There you are; Fast friends 'til Death!

ISLE OF PINES TELEPHONE SYSTEM John B. Leffingwell, Manager.

Hotel Bristol

"IN THE CENTER OF EVERYTHING"

HAVANA

The BRISTOL enjoys the distinction of entertaining an extremely smart and travelwise contingent of the annual winter colony.

The reason is obvious.

Theatres, parks, the Prado and the best shops are within easy walking distance, while all main transportation lines to the outlying attractions pass almost at its door.

Modern in every respect, with a restaurant of unusual excellence, serving Cuban, American and continental foods... amiable lounge rooms and parlors and an air of comfort and hospitality, the BRISTOL renews its invitation to people who appreciate the finer hotel life, confident of proving a successful host.

SPECIAL SUMMER RATES APRIL TO NOVEMBER

AMABLE ORDOÑEZ, *Owner, Manager*

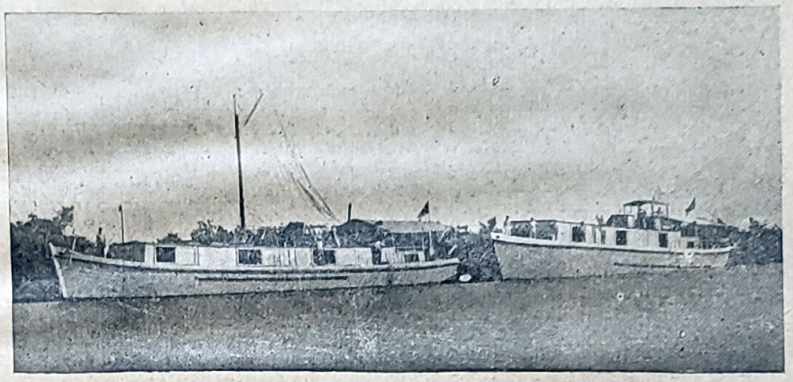
AMISTAD AND SAN RAFAEL **HAVANA, CUBA—Phone M-9831**

Left Column: Columpo Head, Marble Mountain which went to sea; A pleasant little river; Riding 'neath the sheltering Palms near marble mountains; Picking Isle grapefruit, "Just Naturally the Best!" Center: Porte Cochére of Villa Aurora, Santa Fé; A Mango grove; Canoe for two and what a view! Right Column: Spanish Laurel tree, 140 feet spread; Bohío or native home, oxen with cart; Smooth Cayenne pineapples, some go over fifteen pounds; A waterfall scene near Santa Fé.—Photos American Photo Studios, Havana.

Every Box of Grapefruit Shipped from the Isle Enjoys a Real Benefit from the Existence of

THE GROWERS LIGHTERAGE CORPORATION

To those whose groves are in the San Pedro, Los Indios, Santa Fé and Columbia areas it means a great saving in transportation cost on fruit and heavy supplies as well as the assurance of being able to move the crop as rapidly as may be required by market conditions.



Here are the big power barges which help so effectively in getting the Isle's fruit to market within the short time between maturity here and the start of shipment from other producing sections.

To those in the Santa Bárbara, San Francisco and McKinley areas it means that the full capacity of the steamship is always left free to them so they can move their fruit as rapidly as may be necessary.

WHEN MARKETS CALL, THE FRUIT MUST GO: DELAYS MEAN DOLLARS IN LOSS

In the ten years since the Barge Line was established it has saved every grower on the isle a great deal more money than it has cost him: That is what makes a good investment. The old system of peak load employment of emergency craft, poorly equipped for the handling of fruit, meant heavy surcharges to all and frequently serious loss from damage in handling. Frequently such emergency equipment was unavailable and it was never reliable.

THE BARGE LINE HAS BEEN THE VERY PROFITABLE SOLUTION OF THE PROBLEM

This is your own transportation: Your insurance: Your protection against higher cost and delayed movement. It is always at your service.

HOWARD P. MACCARTHY
President

WILL H. BROWN
Manager

AUGUST C. KOPF
Vice-president

(From page 10)

in Havana at a small extra cost and refrigerator cars are spotted alongside the ships of the Isle of Pines Steamship Company at Batabanó for transportation via Key West or New Orleans to any part of the United States. A quick service has lately been arranged for the handling of fruit and vegetables, arriving on days of sailings from Havana, by which these products are loaded aboard ship at Havana on the same day they reach Batabanó.

Better connections and lower rates from New York to England have helped greatly in lowering costs and reducing decay losses to growers. The systematizing of the handling of our fruit all along the line has been of great aid to our increasing production and has helped to prevent the sort of glutting which would have been inevitable without that wider distribution.

Ample facilities for movement from the Isle to the railhead at Batabanó have made it unnecessary to leave overloads on the dock from day to day. The concentration of the selling business in the hands of three or four experienced and reliable houses has stopped heavy losses and made it possible for these houses to give Isle growers a more effective service than they could ever give when handling only small fractions of the crop.

Finding of better and more productive seed and more intensified cultivation have cut our production costs. Familiarity with the markets has reduced planting of unsalable varieties or production in competitive seasons. Better grading, packing and marking has eliminated a great deal of the uncertainty on the part of buyers who insisted on buying at a price which gave ample margin for profit on goods not coming up to representations.

Buying fertilizers and insecticides for cash, or at least, on terms as good as cash to the seller, has eliminated a great deal of loss and wastefulness and has brought, with other factors, greatly reduced cost of production. Many savings have been effected in the purchase of crates and growers supplies. The old visions of a life of ease and a fortune without effort have been dissipated and a new order has come where men plan intelligently, work diligently and build prosperously.

The Isle of Pines has found itself; has estimated its competition; has studied and set about remedying its mistakes; has used the experience gained through years of sometimes discouraging frustration.

Never has the production of the Isle of Pines been so great as during the most recent years. Never has the total profit from that production equalled the profits of the past three years. Never has it had the comforts, earned by its own efforts, which it has at present and never has there been such a firm and tested basis for belief in the inevitable future and permanence of the colony and its prosperity.

After the cession of the Isle to Cuba in 1925 many good citizens gave up hope and abandoned their all on the Isle. In this state of mind the storm of the following year seemed too much to bear after tariff extortion and the loss of hope of American Territory status. Many others gave up and departed.

But, groves which seemed destroyed and were abandoned are now producing more fruit than ever and the tremendous planting of vegetables after the storm opened the way to the real development of vegetable raising. Only one year's crop was seriously affected and many factors have arisen which brightened the appearance of the situation greatly.

This matter of storms has been a serious one, not because the Isle has more or worse storms than other places have, but, because many people had come to think that it did. In the thirty years and more since the Isle was colonized by hardy Americans under the pledge of the Government of the United States that it was and would always remain U. S. Territory and the urging of that Government that they go down and develop it, there have been but two serious storms and there are few sections of the continental United States, or more especially of coastal sections, which have not suffered more, and more destructive, punishments from the elements.

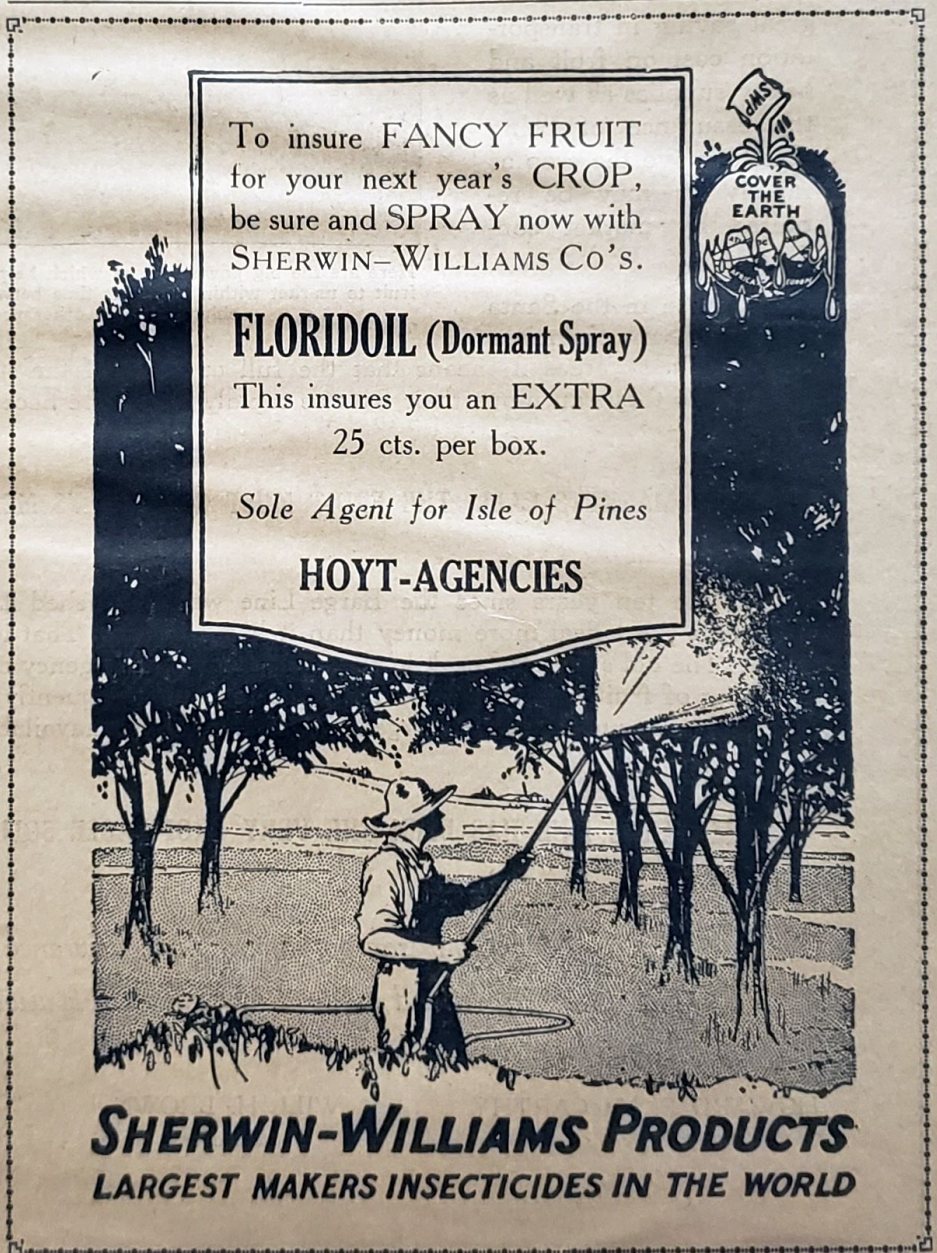
Few of the earlier home builders on the Isle gave any thought to possible storm and even in the building of the last few years very few have really thought about trying to make their buildings storm-proof. Almost none of the residents have anything like storm cellars such as are considered indispensable in many large areas of the United States. The Isle is not in a storm path nor is it likely to be visited by them oftener than once in fifteen or twenty years but it is the best known point in the Caribbean Sea and all reports of storms, even though they never get within a thousand miles of the Isle, are described from the Isle as datum point and careless readers readily assume that the Isle is being hit again. Most of the United States would be far more safe than at present if there were no more danger from natural phenomena than there is in the Isle of Pines.

TRANSPORTATION FACTOR OF PRIME IMPORTANCE

Transportation has always been the most important factor in the development of any community as well as in the progress of countries.

In this respect the Isle of Pines is highly favored and can deliver its products to most of the United States and European markets at very economical rates. Ample

(To page 15)


To insure FANCY FRUIT for your next year's CROP, be sure and SPRAY now with SHERWIN-WILLIAMS CO'S.
FLORIDOIL (Dormant Spray)
This insures you an EXTRA 25 cts. per box.
Sole Agent for Isle of Pines
HOYT-AGENCIES
COVER THE EARTH
SHERWIN-WILLIAMS PRODUCTS
LARGEST MAKERS INSECTICIDES IN THE WORLD

(From page 14)

capacity of ships for the service from the Isle to the mainland of Cuba where fruits and vegetables can be loaded at Batabanó in refrigerator cars for direct handling by rail and car ferry to any part of the United States, is assured by the equipment now in service.

Across Cuba a rapid handling has been perfected which makes it possible and usual for loads arriving from the Isle in the morning to be loaded on ships or car ferries leaving Havana that same night. Fruit loaded under refrigeration at Batabanó goes through to destination on fast schedules which assure good arrival condition and enable the shipper to take quick advantage of good demand at any point in the consuming area.

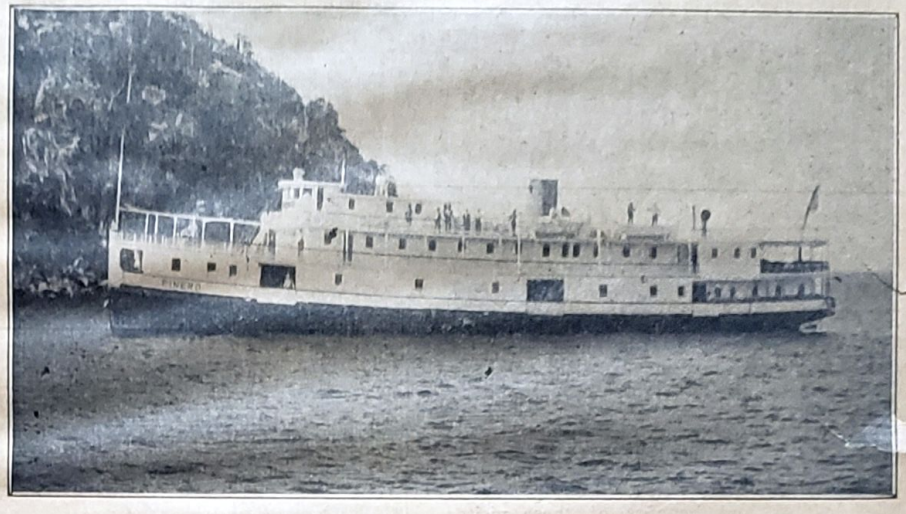
Among the carriers serving the Isle in this way is the Missouri Pacific Lines which is the greatest railway system in the United States and operates about seventeen thousand miles of railroad. From July 4th 1851 when the first spadeful of earth was turned at the beginning of the construction on the Missouri Pacific, first railroad west of the Mississippi, to the present time, this great transportation system has constantly led in the development of the resources of the territories served by it.

As Cuba achieved a growing importance in the consumption of American manufactured goods and agricultural products and became an important source of many things needed for the health and comfort of the people of the United States, the Missouri Pacific early saw the need for extending its service to include this new area. It established offices in Havana to render all assistance in expediting freight and passenger traffic between Cuba and United States and to serve the shipping public effectively.

The Missouri Pacific operates its own direct rails into the Port of New Orleans with steamer and car ferry connections for passenger and freight traffic to all parts of Cuba. A large part of Missouri Pacific traffic also moves through Key West by way of rail, ship and car ferry connections. By reason of the strategic geographical position of the Missouri Pacific Lines, they are able to bring many very important industrial, manufacturing and shipping centers of the United States and Cuba into much closer relationship to the mutual benefit of both countries.

It has been largely through the continued efforts of the Missouri Pacific, and other lines which also handle a share of the Cuba and Isle of Pines shipments through southern ports, that the whole South has again been thrown open to those shippers. The effort required was for the direct benefit of the lines involved, but, like most matters of this nature, the interests of carrier and shipper were identical and the benefit is mutual.

(To page 16)



Motorship "PINERO" passing Columpo Head, Flagship and Largest of the Fleet.

TRAVEL via MISSOURI PACIFIC LINES

if real comfort and travel luxury at very reasonable costs are things which you really enjoy

Realizing that it is tremendously important that you reach your destination rested and happy the Missouri Pacific plans its travel accommodations to that end

FOR RAPID AND EFFICIENT HANDLING of your freight shipments insist that they be routed via

Write, for Freight or Passenger Rates and Information, to

G. A. RODRIGUEZ,
GENERAL AGENT

"A Service Institution"

Freight and Passenger Departments
Telephone A-8652
Room 302,
OBISPO 75
Habana, Cuba

Dining on Deck

(From page 15)

As the wonderful advantages of Cuba and the Isle of Pines as places for winter residence or for winter vacations become better known, travel between these places and the States has shown a steady increase each year in spite of apparently adverse economic conditions. Naturally the Missouri Pacific is furnishing the traveling public comfortable and luxurious accomodations at reasonable cost and is co-operating extensively with others in their efforts to tell more people of the delights and benefits of these visits. Here again is illustrated the fundamental fact of the transportation business: Prosperity for the carrier depends on the prosperity of the territories served and prosperity for these territories depends directly and chiefly on the effectiveness of their transportation services.

In this respect the Isle of Pines is very happily situated. It has a highly efficient forwarding service. It has excellent facilities to the railroad at Batabanó. It has quick and effective carrier service from that point to the entire United States and to Europe. As a highly important link in this chain of distribution, the Missouri Pacific Lines are a powerful factor in seeking and winning prosperity and more favorable conditions for the Isle.

AUXILIARY TRANSPORTATION

Several years ago, it was found much too costly a job to haul fruit from and heavy supplies to the southern ports of the Isle, San Pedro and Los Indios, so growers in those sections organized the Growers' Lighterage Corporation and had two power barges, of light draft, built to take care of this traffic.

As production has increased and the peak load has grown their function has become more and more important. They now handle all of the fruit from these sections and also [illegible] which serves as port for the Santa Fé section, thus leaving the capacity of the Steamship Company's ships available for growers of the Santa Bárbara, San Francisco and McKinley districts in which almost two thirds of the fruit originates. This is almost as helpful to these growers as to those served directly by the barges. Harmonious and mutually satisfactory arrangements have been made between the barge and steamship lines which result in excellent service to the whole Isle.

Comfortable Salon

WHEN YOU TRAVEL—

Whether you want extreme luxury, moderate or economical accommodations—
Whether you go by Ship, Rail or Air—
Whether on business or pleasure bent—

Let the AMERICAN EXPRESS save you worry—time—money!

You can get your passage or hotel accommodations no cheaper from the carrier or hotel than from us—Our Offices and service cover the World—Our Travelers Cheques are better than money—Our knowledge and experience are at your service without cost—

Until you, too, have learned to let AMERICAN EXPRESS be your Banker, Guide and Advance Agent you have not learned how to get the most of pleasure and efficiency out of each dollar and each hour spent in traveling.

OUR OFFICE AND YOURS IN HABANA IS AT ZULUETA 15, IN THE HOTEL PLAZA BUILDING

THE AMERICAN EXPRESS CO., INC.

World Service for Travelers — A Friend at Your Service Everywhere

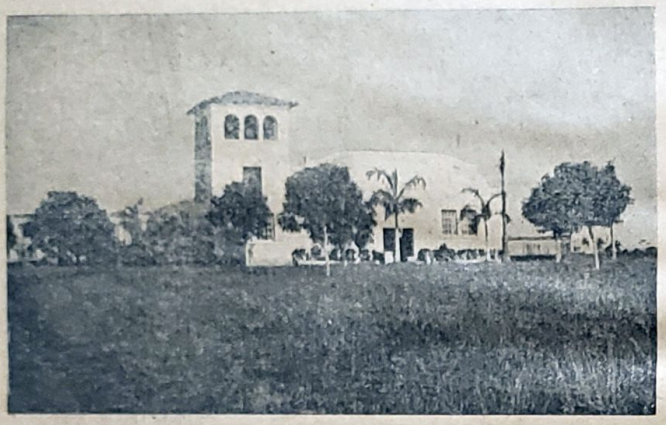
ISLE OF PINES EXPORTERS AND IMPORTERS

SEATRAIN LINES, INC.

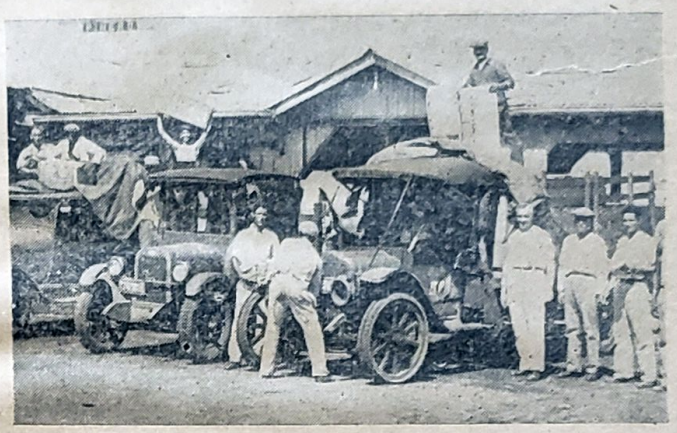
operating weekly car ferry service between ports of New Orleans and Havana can handle your goods from shipping points in the United States in through cars to Batabanó and Isle of Pines Steamship Company to destination.

For any information regarding rates on imported or exported goods, please address

General Freight Agency **SEATRAIN LINES, INC.** Obispo 75, Habana, Cuba



An Isle of Pines grapefruit packing house at San Francisco. Property of Southern Fruit Company, controlled by the Swetland interests and managed by Oscar Larson. The owners have large interests in Cleveland and are winter residents of the Isle. They have the largest grove here.



Rolling out grapefruit. Often more than a hundred of these trucks unload sixty or more boxes each at the dock of the Steamship Company in Nueva Gerona in one day. At the same time other trucks are delivering at San Pedro, Júcaro and Los Indios. Adolph B. Kelm, third from right, has to keep it all straight.

MAKE EVERY ACRE DO ITS BEST

ARMOUR'S
BIG CROP FERTILIZERS

Are built, in each case, for the particular requirements of your particular crop and your particular soil conditions—And they are built, in every case, from the finest of raw materials.

We carry a stock of complete fertilizers and of fertilizer raw materials in Nueva Gerona.

For your requirements see **G. L. HOYT** Agent for the Isle of Pines

COMPAÑIA ABONO ARMOUR DE CUBA
HABANA

Photos Buholzer et al.—For explanation see page 19.

Overlooking the Park

Hotel San José is cool, clean and comfortable and has the most beautiful view of any hotel on the Isle. Across from Church of Our Lady of Sorrows.

Rates are one dollar per day, European Plan. Special rates by the month.

HOTEL SAN JOSE

NUEVA GERONA—At the northwest corner of the Park—ISLE OF PINES

Explanation of photos on page 18.

Column one: Park, Gerona, with School, Bandstand and Church tower; Altar and interior of Catholic Church; One of the barges on San Pedro River; Isle's oldest building where Evangelina Cisneros was a prisoner; "Cuba," smallest of the three ships serving the Isle; Legion Bea Camp.

Column two: Santa Teresa, home of Mr. and Mrs. Will H. Brown; First Commercial plane trip to Isle, Newell Simmons, Ora Cooper, Dot Culley in plane and Operations Manager McCullough of the Curtiss; Pineapples just started; Hibiscus Club, Santa Fé; Casa del Río, Santa Bárbara; John Koenig, Ye editor and Dannenberg girl in pineapple field. The man with the hoe is, of course, the editor.

Column three: Havana Troop Boyscouts at Legion Beach; Sheep grazing in typical Isle pasture; Calle Martí, main street of Nueva Gerona, Anderson Hotel over West Indies Supply Company at right, Ford Service and Fausto Theatre at left, Church Tower in distance; Smooth Cayenne pineapples weighing 14 pounds each (they grow larger); Legion Beach again, with party of swimmers; Cattle on Ed. Pearcy's Ranch, Santa Elena.

Visitors to the Isle are cordially invited by the Hibiscus Club to visit the Club House in Santa Fé, to use the club library of about two thousand volumes and to attend the meetings of the Club. The President is Mrs. Edgar A. Bullock and Mrs. Frances L. Barnes is Secretary. Either of these ladies will be glad to arrange for such attendance or use.

Diver working in helmet and diving suit from Mediterranean type sponge fishing boat owned by Mantas Brothers, local sponge buyers who ship several hundred thousands of dollars worth of these valuable sea animals from the Isle each year. Nearly all of the sponges shipped from Cuba grow in the waters around the Isle.

TROPICAL GARDENS CAFE

ONLY the best of good things to eat and drink—
PREPARED for you as such things ought to be prepared—
SERVED in the way you like to have good things served—
TO BE ENJOYED in the sort of surroundings such things deserve—

This is what we have always striven to give our friends and customers, whether they be Isle residents or visitors from the North.

Christening parties, Birthdays, Weddings, Anniversary parties, New Years', Thanksgiving and Christmas dinners, Arrivals, Returns and Partings—It has been a pleasure to serve our friends at all such times. Why worry and tire yourself with fixing these things at home when a word to Tom's will take care of it all—and you can be at home here, too.

TOM UPTON, PROPRIETOR

DONOVAN'S AMERICAN BAR

On San Miguel just off the Prado, is glad to invite Isle of Pines friends to drop in for a drop of something or other and a visit.

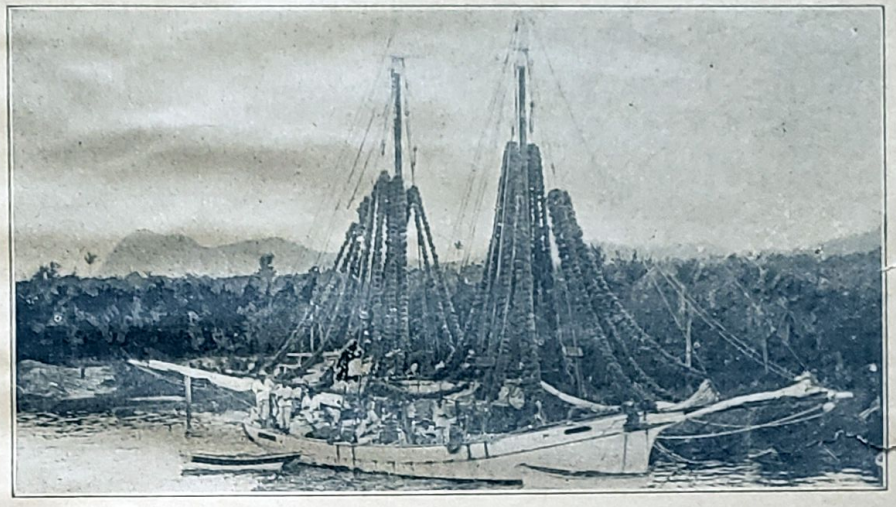
In half a lifetime spent in Cuba the proprietor has known no more pleasant experience than a visit to the Isle of Pines and never hesitates to urge those desiring a really delightful excursion to go to the Isle.

When he took over his present location, many years ago, he gave away every bottle in the house with a pulled cork. Since then it has been a proud boast with him that nothing goes over his bar that is not just what the label says it is. A clean restaurant in connection will also serve you.

E. L. DONOVAN, Proprietor

Here we have one of the dozens of sponge fishing boats which gather the sponge crop from the bottom of the Caribbean around the Isle of Pines. They are threaded on cords and hung to the masts to dry before they are delivered to the packing houses where pieces of coral, to which they grew, are removed by pounding with mallets and the larger sponges are cut and shaped. The finest grade is called Sheep's Wool, comes from the deeper waters and is very soft. These are also called White Root because they grow on white coral. Grass sponges or Red Roots are much coarser and are found in the lesser depths. Bales weigh about a hundred pounds and vary in value from twenty to more than three hundred dollars. They are baled in a compress and covered with heavy fibre cloth. The lower grades find their best market in France and the better qualities go to the States.

The local concern carries a stock of about four hundred bales from which it is possible to fill orders promptly as there is a complete assortment always available. Such a stock is necessary and is valued at about $40,000.



SHERWIN-WILLIAMS PAINTS
BREDELL Varnishes & Enamels
TEXACO OILS, GREASES AND ROOFING
EL MORRO Cement
UNITED STATES RUBBER COMPANY
Products (Tires, Tubes, Belting, Wire, etc.)
U S ROYAL and U S PEERLESS Tires
NACO BRAND FERTILIZERS AND MATERIALS
PERUVIAN GUANO, NITRAPO, etc.
VOLCK AND KLEEN-UP OIL SPRAYS
WOODRUFF Field and Garden Seeds
BLACKLEAF 40 and other Insecticides
Farm Implements and Parts
Building, Plumbing and Electrical goods
Windmills and Pumps
Hardware of all kinds
Well-drilling Equipment
Refrigerators
Concrete Mixers
LINDOLITE Lamps
Tanks and Silos
KEROGAS Stoves
Fencing, Screening and Wire
PRESTOLITE Batteries
Sheet and Re-enforcing Steel
All Kinds of Tools
Pipe, Conduit and Hose
Kitchenware

Battery Charging,
Battery Repairing,
Plumbing and Building work
done by
GUNNAR SUNDSTROM
Shop in connection with
this store.

IT HAS ALWAYS BEEN

Since this store was established by the late Aaron Koritzky it has been our aim to serve our customers in every possible way in the supplying of their needs.

We make it our business to know where and how to get almost anything you may want at the best possible price and with the least necessary delay.

It is a real pleasure to us to serve you with goods that we know are well worth the price — Unless we believe that is true of a given article we will not put it in our stock nor offer it to our customers.

A. E. SUNDSTROM

NUEVA GERONA ISLE OF PINES CUBA

THE MARIPOSA GROCERY STORE

(Louie's Store)

Groceries, wines and liquors, feeds, dry-goods and notions. Tell us what you want in English—We have been dealing with English—speaking people for years and are glad to carry brands and goods desired by our customers.

QUONG HING LUNG

Same old Corner of Martí and Hernández Streets

Chickens, pigs and such critters find the Isle of Pines quite as free from any of the usual sicknesses as do the humans who live here. The flock shown here is a part of the poultry raised at the Presidio Modelo. In the back-ground is a marble mountain whose sides are covered with plantings of Bananas, Corn and frijol Gandul or Pigeon Peas. Millet, Sunflower seed, Kaffir corn and other grains raised on the place are used in preparing a balanced ration according to the Department of Agriculture formulae. Some dried milk is brought from dairies in Camagüey to fill out the requirements.

Another evidence of the healthfulness of the Isle for fowls is the rapid increase of Guineas in almost a wild state as they roam certain of the Isle's groves along with Turkeys. They are considered helpful in preventing infestation by beetles which sometimes injure fruit. Mr. Peters of the U. S. Department of Agriculture recently killed more than a hundred wild birds of almost as many species in a search for bird parasites in connection with an investigation into the causes of certain diseases among domestic birds in the States. He was unable to find any parasites on any of the specimens.

Is There Any Plant Food—In Rich Adjectives?

At some time or other you have used "Adjective Fertilizer."—You know the kind—nice big bags stuffed full of ponderous claims and impressive adjectives such as "Best in the World," "Perfect Formula," "Magnificent Results," "Incomparable Materials," "Oldest Company in the Field," "Far-flung Organization," etc.

Adjectives may be effective on paper but they analyze mighty low in plant food. We may have gone through this adjectivitis attack, too.

BUT, we have decided to let NACO BRANDS tell their own story in crops and profits. We have decided to bend our very effort toward the real aim of making a fertilizer so good that it will do what you want a fertilizer to do—and get it to you at a price you can afford to pay.

We have an idea that our customers will keep on telling their friends that the results from NACO BRANDS are wonderful, but that is their adjective—not ours—We do not object to the bragging our customers do, in fact we admit we rather like it!

One of the fifty different analyses of NACO FERTILIZERS should exactly fill the needs of your crop

NITRATE AGENCIES COMPANY

P. O. Box 2189, Habana—A. E. SUNDSTROM on the Isle

New Address, Centro Gallego Bldg., Prado and San Rafael

SALON TROPICAL

BARBER SHOP

A modern barber shop with really sanitary equipment and and methods.

Especial care with work for ladies and children by a barber with ample experience on such work.

A clean and comfortable shop.

COURTEOUS SERVICE

Convenient location across from Upton's Café

For satisfactory Barber Service try

SALON TROPICAL

As to educational facilities, the Isle of Pines family is very well taken care of by the American Central School at Santa Ana, about halfway between Nueva Gerona and Santa Bárbara. The faculty is selected from the many good educators who see a winter on the Isle of Pines as a real consideration and they are always of the first class as to teaching qualifications.

The instruction includes eight grades of common school and the full four years of High School. Pupils completing this course successfully are able to enter the higher institutions of study in the United States for which a complete High School course is the qualification. The buildings were erected by the residents on lands donated for that purpose by one of the leading citizens of the Isle. Bonds were sold to cover the cost of construction and the maintenance is by tuition and subscription plus several hundred dollars per year allowed by the Cuban Government as rental.

This school is recognized as a necessity without which few English speaking people with families would care to reside on the Isle. Without the school it is likely that the colony would dwindle rapidly to a few families and values would disappear. Extensive beautification is being carried out under the direction of Mr. Albert Swetland and the Board of Administration.

SERVICE

Offered to Isle of Pines Property Owners

Write for specific information

Specializing on tax service and guiding heirs in the matter of having titles changed to their names

I am also interested in getting information as to any bargains in improved properties anywhere on the island as I have important Chicago and New York City connections

ROBERT I. WALL

Santa Fe or Nueva Gerona

Isle of Pines

MORE THAN HALF A CENTURY of PROSPERITY and PROGRESS

In fair financial weather or foul

The SUN LIFE ASSURANCE COMPANY of Canada

continues to warm the hearts and homes of the holders of more than a million of its policies.

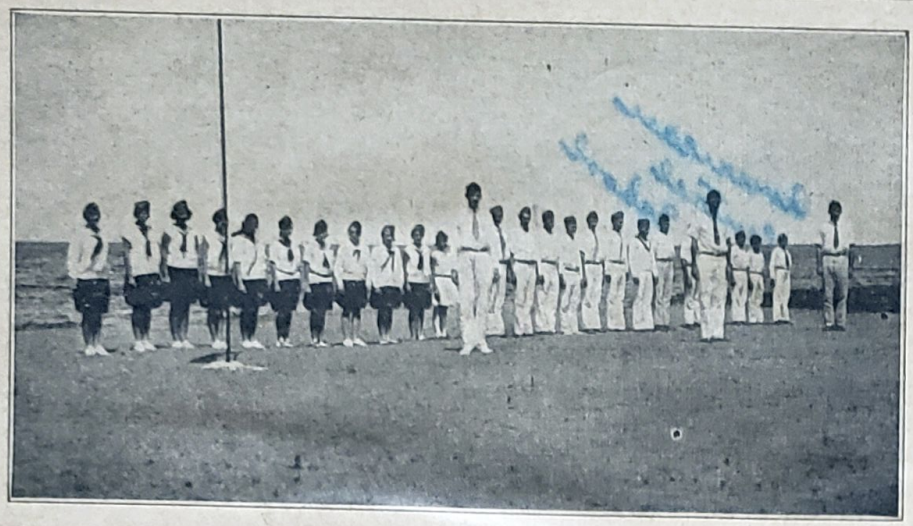
Its liberal dividend payments—
Its loan, cash and conversion values—
Its prompt and fair settlement policy—
Its sound, yet constructive, reserve system—

These are rays of comfort and guidance which, through the years, have grown stronger and brighter

Each new SUN POLICY is a new window through which your home receives a new warmth and brightness. Under its mellow rays new flowers of happiness spring up and bloom.

Does not your home need another window?

SUN LIFE ASSURANCE COMPANY of Canada



The American Legion Cadet Corps is now an Isle of Pines institution with five annual encampments to its history. Members of Isle of Pines Post of the American Legion prepared and held a two weeks camp for the English speaking children of the Isle at Bibijagua Beach in 1927 and its success and benefit were so marked that it was decided to make this an annual affair. Each summer, immediately after the close of the school term in June, the camp is established and forty to sixty of the kids attend. Military disciplines is maintained; Schedules are handled by bugle calls by an excellent bugler, Max Davies, who has learned the trumpet for the purpose. Meals are prepared by an old Army cook and are served on Army mess-kits. Police and Inspection of Camp; Setting-up excercises; Drill; Field and water sports and plenty of fresh air and sunshine are afforded. Supervision is by Legionnaires and ladies of the Colony who act as Chaperones.

The Command is divided into three Companies. A Company is composed of the older boys, many of them almost grown now, but unwilling to forego the Cadet Corps Camps: B Company is formed of the older girls and C Company holds the little fellers of both persuasions, male and contrary.

Many residents and firms supplying goods to the Isle assist in defraying the cost of these Camps and friends of the Isle who live in the North also help. The cost per child for the two-week period averages but little over five dollars.

RIALTO CAFE

The **Rialto Café** opened on October 10th, 1931, in the **Rialto Theater Building** on Martí Street, Nueva Gerona

OFFERS YOU

the best of wines, liquors, beers and mixed drinks, properly prepared

✣

Fresh Milk, Coffee, Sandwiches, Pastries, Fruit Drinks and Ice-cream

✣

As we are proud of our Fixtures, Equipment and Service

We invite you to pay us a visit— We will always try to please you

EMILIO GONZALEZ, Owner

LA PALMA GROCERY

G Feeds,
Fruits,
O Vegetables,
Wines,
O Liquors,
Supplies
D and
Service.

The steady growth of our business with the members of the English speaking colony here on the Isle of Pines is evidence that we are succeeding in our efforts to provide the articles they want at reasonable prices.

Clean, fresh stock on each voyage from Tampa—

A clean, well-kept store—

Courteous and prompt service—

English speaking clerks—

Prices as low as we can make them, profitably—

These are the things we are always striving for and your generous patronage convinces us that we are not failing to please you as our customers.

LA PALMA GROCERY

(Frank's)

FRANK MARK, Owner NUEVA GERONA

Photos Buholzer et al—First Column, top to bottom, Bee-hives belonging to Kurt Semrau, near Santa Bárbara. Ed. J. Pearcy and staff aides at round-up at Santa Elena. The Pearcy home, Santa Elena, near Santa Bárbara. Club house of the Women's Economic Club at Santa Bárbara; a large building with all conveniences which serves the whole colony for dances and banquets, as well as its members as a Club home.—To page 25.

TREASURE ISLAND VISITORS: get the most out of your stay on the Isle by seeing it under the guidance of an intelligent American driver who has been a resident of the Isle for fifteen years—one who knows every spot and its associations—every pleasant spot to be enjoyed.

When you reach the Isle ask for Newell Simmons at the boat—you will be assured of courteous treatment and reasonable charges.

SIMMONS AUTO SERVICE

Isle of Pines fishermen home from the sea with some real game-fish. A bit of Old Nippon; Sumoh, or ceremonial wrestling matches from which Jiu-Jitsu is barred, but which have all of the serious and even religious formalities with which this chief sport of Japan is invested in the motherland.

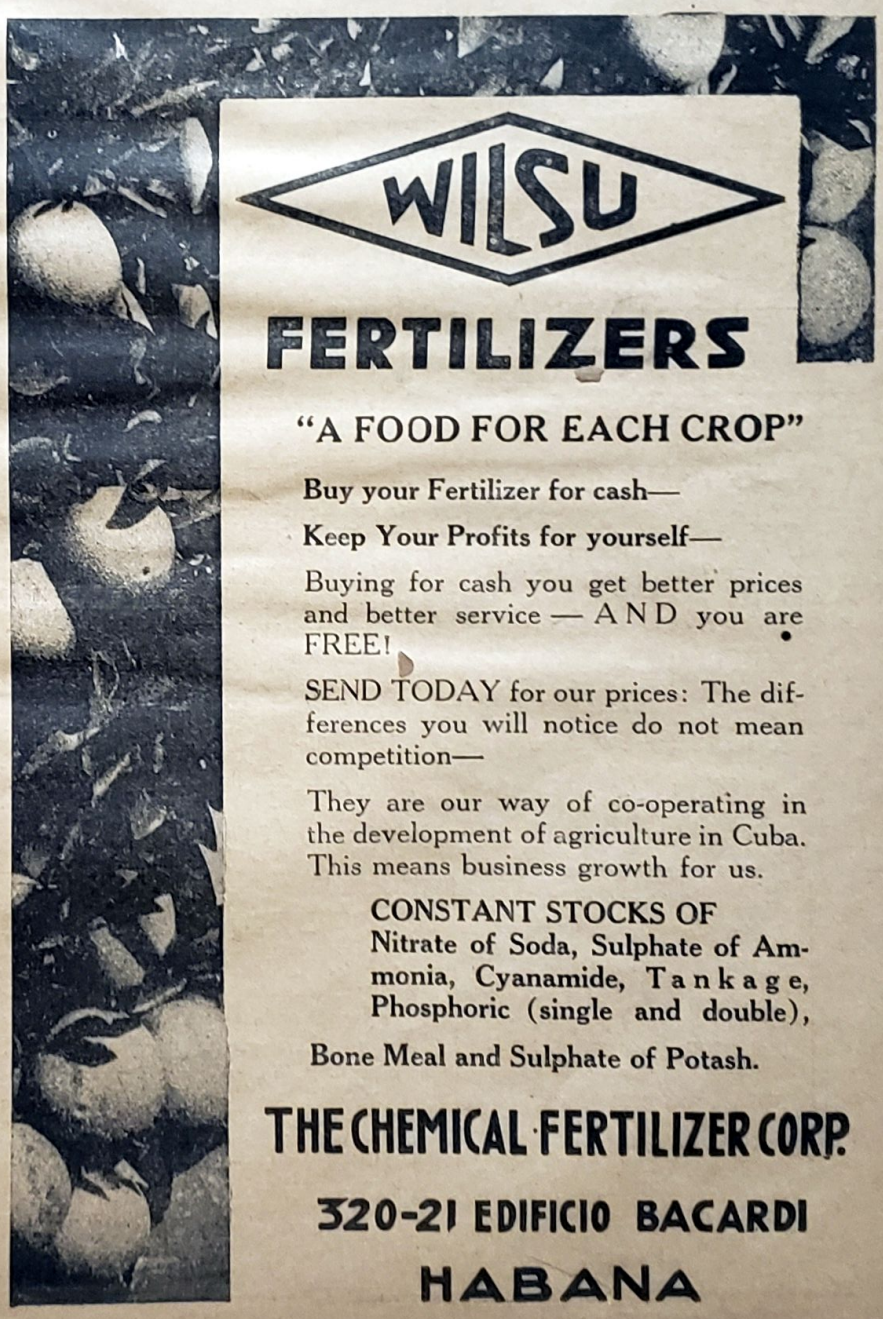
Second Column, top to bottom, we have another cattle-herding scene with the Pearcy-Hill cattle totaling about a thousand head. Mr. and Mrs. George Allan England and party of Treasure Hunters at entrance to a cave in the marble mountains; George, an old time Pinero himself, is seen third from the left. Home of Mr. and Mrs. Alex I. Bell at Cragholme on the Casas River; Coming to the Isle for the winters at first, the Bells have built themselves a delightful home in a most delightful spot and have been year around residents for many years. Home of Harry Minium, the former John I. Hoffman place, near Santa Bárbara. Mr. Minium does wonderful handwork in fine woods, such as period furniture and artistic inlay. The Smith boys, Walter Roberts and Fred Bernoth with an oarful of fish on a beach on one of the Keys. Checking up on the hens to see whether they have all laid their daily quota in the trapnests.

Third Column, top to bottom, Mrs. W. T. Simpson and guests gathering Strawberries for one of those inimitable shortcakes she makes between her rehearsals for the minstrel shows. More bossies getting nice and fat for filetes and hamburger. Another view of an ideally located home in the River Colony. Doctor and Mrs. Samuel W. Mellott enjoying a motorboat ride on the Casas River as guests of Max Schellenberg, a real fisherman who does harness and saddle work at other times; Dr. Mellott is a Patent Examiner at Washington and is Surgeon to the Patent Offices as well as a property owner on the Isle and an enthusiast about it. Allen Smith holds out enough for breakfast. Last and least comes a young pinero who has a big surprise is store when daddy turns the water spigot!

What the Isle Raises

The principal products of the Isle of Pines are: Grapefruit, shipped in August, September and the early part of October, about 100,000 boxes to the States and nearly twice that amount to England; Cucumbers, shipped from Christmas to April to U. S. markets, 83,000 boxes last year; Peppers and Egg-plant shipped during the same months as cukes and to the same markets, peppers shipped last year were 24,000 boxes and eggplant 18,000; Oranges are sold in Hava-

(To page 28)


WILSU
FERTILIZERS
"A FOOD FOR EACH CROP"
Buy your Fertilizer for cash—
Keep Your Profits for yourself—
Buying for cash you get better prices and better service — AND you are FREE!
SEND TODAY for our prices: The differences you will notice do not mean competition—
They are our way of co-operating in the development of agriculture in Cuba. This means business growth for us.
CONSTANT STOCKS OF
Nitrate of Soda, Sulphate of Ammonia, Cyanamide, Tankage, Phosphoric (single and double),
Bone Meal and Sulphate of Potash.
THE CHEMICAL FERTILIZER CORP.
320-21 EDIFICIO BACARDI
HABANA

A typical view of the Pine Trees from which the Isle of Pines takes its name. There is no other island in the Caribbean Sea or Spanish Main as it was formerly called, which is or has ever been covered with pine forests such as Stevenson described in the immortal legend, "Treasure Island." This fact, alone, should be enough to convince the most skeptical of doubters of the right of the Isle to claim that name. The two discrepancies lie in the total size which he put as much smaller than our thirty five by thirty five mile paradise and his description of a miasmic sickness among the pirates as a result of their ignorance in locating their camp on a low swampy point.

There is not, and by all the history, there has never been such a thing as a malarial or paludic fever spot on the Isle of Pines. Hunters, fishermen, naturalists, treasure hunters and many others have spent weeks in the lowest and least inviting parts of the Isle, drinking whatever water they could find and sleeping fully exposed to insects. In no case have we heard of one of these contracting any sort of sickness. Occasionally persons with malaria arrive from some point in Cuba or from the Cayman Islands where malaria abounds. Their recovery is always rapid and no case of transmission by mosquitoes to residents has ever been reported. Many years have passed since the last case of this nature was treated here and the typical coloring of malarial persons is never seen on the Isle.

Spy-glass Mountain, the Three Hills, high caves overlooking the sea, the great harbour and the beaches overlooked by mountain caves, all are still here, as well as a cave painted with pirate symbols, many a rock and age-old tree with pirate markings, weapons of that long past age, tools, emptied treasure chests, pieces of eight, mostly dated throughout the seventeenth and eighteenth centuries and plenty of other evidence of pirate habitation, not to mention the historical records of Spain, England and the United States.

It is not hard for an imaginative person to credit vast old trees with memories and to interpret their whisperings as recountings of wild revel and fearful scenes of the early times when Drake and his successors found the Isle of Pines to be their only safe hiding place from the constant pursuit of their enemies. The pits where they rendered pitch for their refitting are an interesting reminder that here they found tall trees for masts and everlasting mahogany for their hulls. The careening beach near these pits has given up strange fitments discarded during these necessary visits to clean away the barnacles which broke speed and made handling difficult.

Above and at the right is shown a typical ox-cart and team such as is used to transport the big pine log-cuts to sawmill or road. There are several sawmills still operating on the Isle and timber of real size is becoming scarce. At San Pedro is the great plant with automatic tenon and veneer cutters, dry-kilns and other equipment for making vegetable and citrus crates. This plant uses smaller dimension trees.

A timber scout, a Mr. Stevens, who has visited the Isle frequently for thirty years, has stated that in more than thirty years of his work in Central America, South America and the Antilles he has never found a similar area so variously populated as to trees. Among precious woods found here are a greenish-red ebony, the Granadilla, Satinwood, Majagua, Sabicú, Fiddlewood, Sabina, White Oak and many varieties of Mahogany. The Palm in many varieties serves as food, drink, hog feed, fencing, timber, flower-pot, roofing and in many other useful ways but its chief value probably lies in its decorative effect on every landscape. The Bottle-palm is so called because of the bulge in its trunk at about two thirds of its height.

ARANGO & CHASE

announce that it is the intention of Dr. Chase, to be in the Isle of Pines at an early date.

To facilitate his plans and determine the time necessary for this visit, we would greatly appreciate the filling out of the coupon by those who are desirous of his services.

We wish to thank our many clients on the Isle of Pines, for their generous patronage in the past, and to assure them of our efforts to warrant a continuance of same.

Very truly,

ARANGO & CHASE.

ARANGO & CHASE

AMERICAN OPTICIANS

O'Reilly 79 Havana, Cuba

I desire to consult Dr. Chase in reference to my eyes and glasses.

Please notify me as to the date of his visit to the Isle of Pines.

Signed,

_____

Permits

Bills of Lading

Consular Papers

Cargo Reservations

Delivery Checking

Charges Forward

Shippers Instructions

Routing Shipments

Combining Carloads

Allotment of Space

The above are a few of the operations which enter into our forwarding work.

ALWAYS

DEPENDABLE

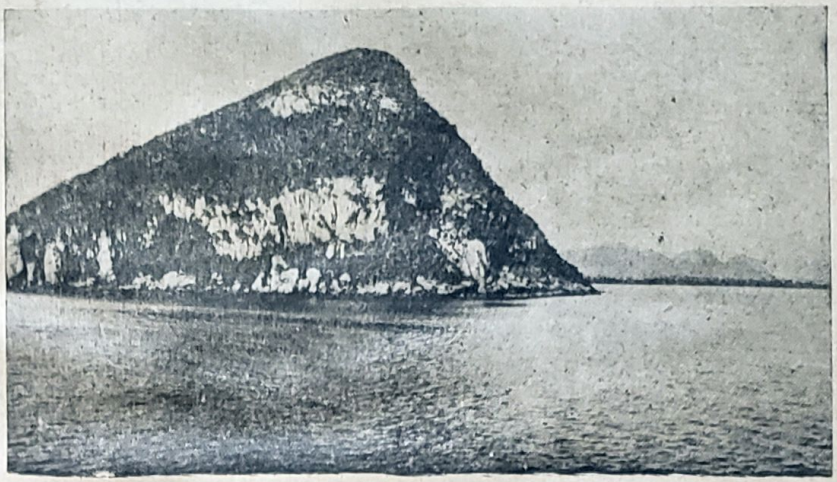
FORWARDING

SERVICE

ISLE OF PINES FORWARDING CO.

TO YOU AS A BUSINESS MAN—

WE offer the things you look for in your bank — Experience — Integrity — Strength. In addition to these primary requisites, as demonstrated by our record since 1912 when this bank was organized, we have a Trust Department for the handling of the very intricate matters of deeds, inheritances, powers of Attorney, etc.; a Savings Department which pays you 4% interest compounded semi-annually on your savings account; a Safe Deposit Department for your valuables and documents and all of the other facilities usually offered by good commercial Banks.



Columpo Head, a mountain of pure marble, which has defied the ceaseless pounding of the Caribbean Sea since the Jurassic Age.

As an individual also, we invite you to make use of these services.

Our banking connections in all principal cities of the world offer you quick, effective and sure service in the collection and transmission of funds.

Our loan and investment policies are held within very conservative limits for your security—Our interests are yours.

THROUGH PROSPERITY AND ADVERSITY—

DANCE OF THE MILLIONS OR GENERAL MORATORIUM—

THE NATIONAL BANK & TRUST COMPANY

has followed its steady course of service to the Isle of Pines as a business community and to its customers as individuals.

We believe that the Isle of Pines offers a most delightful and healthful place of residence to those who have the temperament to enjoy what it has to offer. We believe that, should you choose to visit it after seeing its description as presented in this issue of Isle of Pines Post, you will feel well repaid for the time and expense involved in such a trip and we will be glad to serve you to the extent of our ability during your stay.

NATIONAL BANK & TRUST COMPANY

NUEVA GERONA ISLE OF PINES CUBA

Buy Where Your Dollars Have More Cents!

We carry a complete assortment of Antique Jewelry, Oriental Tapestry, Amber and Ivory Goods, Oriental and French Perfumes, Souvenirs, Novelties, Canes, Fans, Spanish Laces, Shawls and Drawn-work.

THE ORIENTAL BAZAAR
On Zulueta Street Next to
SLOPPY JOE'S BAR

THE CAIRO STORE
On Zulueta Street Between
U. S. BAR and SEVILLA-BILTMORE

Coming below the frost line for the winter or for good

How Make the Trip
What to Bring Along

At the present time many good cars, especially of the more costly makes, can be bought in Havana for a small fraction of their value. This is even more true after the end of the tourist season in May when there is no hope of sale or rental until the following fall and the license looms ahead in August. However if you have a good car it is a good idea to bring it along as tourists are allowed free entry for three months with an extension of three months more. Cars must be declared as baggage and be accompanied by owner with title evidence. All of the steamship lines carry cars at reasonable rates. From Havana to Isle of Pines the car is driven to Batabanó but must be loaded on a flat-car to reach shipside. There is a charge of three dollars for this switching and small cars pay ten dollars freight from Batabanó to the Isle.

American cigarets are scarce and costly in Cuba and scarcer on the Isle. Each person is allowed to bring in two cartoons of cigarets without duty, but must pay about six cents Internal Revenue on each package. The ordinary package of twenty is sold in Cuba at seventy cents.

Do not fail to bring some warm clothing as the temperature sometimes goes down to sixty or even as low as fifty three and warm clothing is acceptable at such times. As a general rule anything below seventy is a matter of only a few hours and eighty is usual daytime temperature in winter with seventy two or seventy four at night. The Isle usually gets about four degrees less of cold than Havana on account of the hundred miles of land and warm sea which separates the two places. In Summer the real hot weather experienced in the western part of Cuba usually comes from the North and is tempered several degrees before it reaches the Isle. This explains the fact that Florida has cooler weather in summer than the Northern States and that the Isle of Pines gets the same weather with several more degrees of moderation. The hottest weather experienced on the Isle in the past three years was 93 and the coldest 53. Both of these are extremes and are not met often.

Bringing dogs is quite bothersome and each dog must have health and inoculation certificates in due form and up to date. Cuba's death rate is less than twelve per thousand per year and is one of the lowest in the world but that of the Isle of Pines is less than half the general deathrate of Cuba. The total deaths on the Isle last year were 44 and the recent census gives a total population of 9,454. This is less than five per thousand. Here we have the most conclusive proof anyone could ask as to the salubrity of the Isle.

(From page 25)

na and are shipped in bags but the number reduced to boxes would be from twenty to forty thousand per year with a season average of close to two dollars per box on the tree; Watermelons have been marketed in Havana heretofore but last year most of them were shipped to New York in March, April and May and they brought good prices.

Pineapples, Hayden or Haden mangoes, Aguacates or Aligator Pears, Honeydew and other melons, Okra, Tomatoes, Beans, Limas, Strawberries, Blackberries, Dewberries, Grapes, Figs and most of the other fruits and vegetables of the southern States, as well as all tropical products, thrive here.

As to fruits ,there is such an infinite variety, with maturity throughout the entire year, that a long chapter would be needed to name them all. The Grapefruit, Orange, Tangerine, Lime and Lemon are the leaders in commercial importance. Smooth Cayenne Pineapples grow to almost twenty pounds weight and possess a flavor which makes lesser pines seem unpalatable when one has tasted this queen of Pineapples.

Why Look Like a Clown?

You will miss a lot of joy that could be yours, if you do not dress in formal or semi-formal clothes for certain occasions.

If you did not bring your tuxedo, full dress of cutaway call us on the phone and we will fix you up as well as if you had.

Everything you need—Any occasion

CASA INTERNACIONAL

Reina 54 Phone A-7397

TWO-HOUR SERVICE!

Impossible but true—

If your suit or dress needs attention we will WASH it and have it back to you

IN TWO HOURS

Our work is kind to the most delicate fabrics. Why wear another dress or suit because the one you wanted is not quite as fresh as you would like it to be?

LE GRAND PARIS

De Luxe Cleaners

Neptuno 144 Habana

ANY SUIT, DRESS or LAUNDRY ready for you in TWO HOURS!

RENÉ BOLÍVAR, *Managing Director*

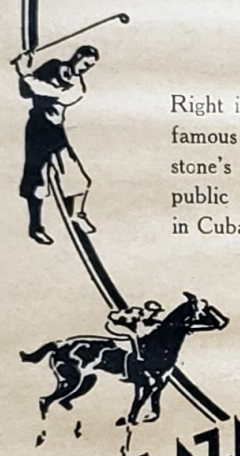
HOTEL PLAZA

CENTRAL PARK HAVANA

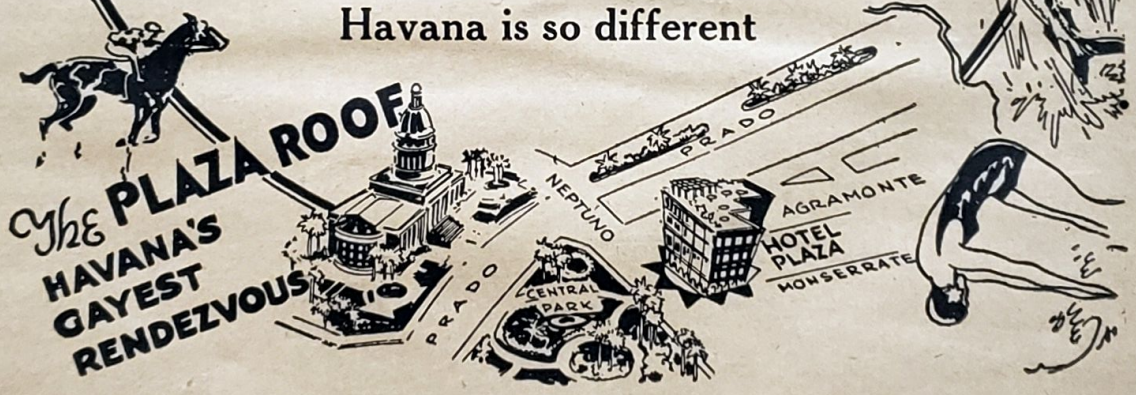
In the center of things you'll want to do—

As from the Spokes in a Wheel All Good Things in Havana Radiate from the Hotel Plaza

Right in the center of the city, facing beautiful Central Park and the world-famous Prado, overlooking the new Twenty Million Dollar Cuban Capitol—a stone's throw from the President's Palace—with churches, stores, theatres and public buildings conveniently nearby—the Plaza is the rendezvous of tourists in Cuba and for those going to or from the Isle of Pines.



Havana is so different



The PLAZA ROOF
HAVANA'S GAYEST RENDEZVOUS

CUBA "The loveliest land that human eyes have ever seen" as Columbus said well over 400 years ago—and which still holds true. "The Pearl of the Antilles", where the sun shines brightly every day of the year. A treasure island of health and pleasure.

HAVANA The Convention City par excellence! Paris of the Western Hemisphere! Monte Carlo of America! The new-world modern metropolis in its charming old-world Spanish setting. A city of beauty and romance. The most exquisite all-year-round playground.

PLAZA For decades patronized as "THE Home of the Americans." Spacious and airy convention and reception halls. Accomodation, comfort, attention and service approximating the world's best. Excellent international cuisine with chefs past-masters in the epicurean art. Delightful sight-seeing tours in big modern cars, attended by English-speaking lecturers.

PLAZA ROOF GARDEN Overlooking the beautiful city. World-famed as the America's gayest rendezvous in an atmosphere all its own. The meeting place of Nations, where you will love to linger and linger to love amid a wealth of tropical splendor. Where you feel near to the moonlit heavens above, enjoying the soft and delicious tradewinds coming in from the nearby Gulf and the more distant Caribbean, while dancing to the typical music of Cuban orchestras.

ENCOURAGE TRAVEL TO HAVANA—WARMER IN WINTER, COOLER IN SUMMER!

CRATE PRESSES

Machine work
of all kinds
done well

HONEST WORKMANSHIP AT A FAIR PRICE

has kept this shop busy and its owner happy through the years.

Long years ago we were told this was a good policy—Now, having tried it extensively, we know for ourselves that it is.

JACOB FRUEH

The above photo shows a typically well-groomed grove of grapefruit trees on the Isle at a little over twenty years from planting. Royal Palms are sometimes left standing, as in this case, on account of their beauty. This is a part of the grove property of Mr. Will H. Brown and is called Santa Teresa after the original Hacienda which occupied the same location seventy five years ago.

Here was raised much of the tobacco shipped from Cuba during the Ten Years War from 1868 to 1878 and here the late Albert B. Young of Buffalo planted a large grove about 1906 which Mr. Brown acquired later. House photo, page 18. The old dog in that picture is another Isle pioneer and belonged to the late Frank Hervey, for many years secretary of the Isle of Pines Chamber of Commerce and beloved of all residents of the Isle.

Mr. Brown is president of the Chamber of Commerce, manager of the Growers' Lighterage Corporation, manager of the McKinley Packing Association and Isle of Pines representative of Gargiulo & Amendola, New York commission merchants who handle a large part of the Isle produce.

What's in a Name?

There has been a lot of controversy about that point but successful fruit and vegetable growers have found, sooner or later, that a really good label is one of the prime essentials to success.

Our business is GOOD LABELS to help good growers get good prices for their good fruit—It never pays to overlook that extra profit margin to be gotten from a really good label — And we get real satisfaction in making such labels for the extra-quality products of the Isle of Pines.

Litografia OMEGA

Teléfono A-9766

ESTEVEZ 43

ARTES GRAFICAS EN GENERAL

HABANA CUBA

Tell your label requirements to Frank Lagueruela

The Union Church at Nueva Gerona was built in 1930 of re-enforced concrete with a Greek Temple style as shown above. This congregation was a pioneer in the Union Church movement and was considered the first or one of the first successful efforts along this line. When this tendency had extended from such isolated congregations to general church bodies it was found advisable, in many cases, to divide the Mission field to prevent overlapping of effort and this congregation was placed, for administrative purposes, under the care of the Methodist Episcopal Church, South.

The congregation was composed of Presbyterians, Baptists, Methodists, Episcopalians and those of other denominations resident on the Isle. The M. E. Church South provides a resident minister and Christians of any denomination are admitted by letter or by profession of Faith into the Union Church and on leaving they are granted letters which admit them to the church of their preference as members in good standing.

The differences of creed which have riven anew the Body of Christ are here buried in His true and Universal Unity. Preacher and congregation find plenty of common ground in His basic teaching and no hint of inter-church bickering is ever heard.

THE
AMERICAN PHOTO STUDIOS
Zenea (Neptuno) 43, Habana

Kodak Supplies
Filmo Motion Picture Outfits

Cine-Kodak Rolls and service

Developing and Printing
Souvenirs and Albums

While you are in Havana get a good photo of yourself—Someone will appreciate it and treasure it.

We have many very beautiful views of the Isle of Pines and other parts of Cuba from which you can select several which will be a source of pleasure to you and your friends.

Our camera artists visit the Isle of Pines at intervals and we will be glad to make really attractive photos of your home, family or scenes whose beauties you may want to perpetuate and carry with you or send to friends.

AMERICAN PHOTO STUDIOS
Neptuno 43, Habana

OUR BUSINESS IS CRATES

We are making the best crates at the best prices possible with the volume of business available. This should suggest to the thinking grower a very simple way to get better crates, made here on the Isle, and at less cost.

The installation of equipment for printing citrus crates in color was completed during the early summer and further improvements in the appearance of the local output in this line will be made as circumstances warrant.

A good crate for shipment to the Havana market is now being manufactured by us at a considerable saving in cost to the grower.

Our system of handling collection on vegetable crates has greatly simplified the whole shipping problem for both grower and shipper and we are, at all times, willing and glad to assist in the very important work of bringing about any possible saving in the cost of preparing the Isle's products for market.

ABRA GRANDE LUMBER MILL
EDGAR A. BULLOCK, *Manager.*

Are You Really in Love—
With Long, Hard Winters?
—Perfectly Pleased with Broiling Summers?

YOU ARE!

Well! Well! Well!

IN THAT CASE the ISLE OF PINES would never suit YOU. It is NEVER that way!

BUT—

IF YOU ARE ONE WHO WANTS A DIFFERENT sort of place, yet with the friendly association of hundreds of real home-folks, in a clean, green land where winter bathing is neither a myth nor a misery—Where you can meet and know young folks who once were old—Well and happy people whose thread of life had raveled out twenty or thirty years ago and has been renewed—

THE ISLE OF PINES CHAMBER OF COMMERCE

INVITES YOU to put your worries in cold storage and run down to Treasure Island for a month or two of pleasant visiting among our green-clad marble mountains, rolling uplands, friendly people from every State—

At Any Time of the Year!

IF YOU ARE ONE OF THE MANY who have some assured income and want a bit of peaceful surcease from the unkind cuts of winter wind and the ceaseless round of feverish scrambling for pelf and the security that is never quite achieved—Come down and see our Isle!

IF YOU FIND THAT it is really the place you have been looking for we will be mighty glad to have you stay and help us make it nicer!

THE ISLE OF PINES

WHEN GENERAL McCOY

was a Lieutenant on the staff of General Clous he was sent to study the Isle of Pines. After recounting its merits in soil and minerals and scenery, he summed up his findings by saying that it seemed to have been especially designed by a kind Providence as a place to make sick men well.

WE COULD TELL YOU

almost miraculous tales of regained health—well old men who stil work and enjoy living at long past eighty—children who have never had any disease—incredibly low death-rates—and we have the human documents to prove them, too. But what's the use? They would be almost too miraculous for any resident of the North to believe—

THIS BEING THE CASE

we can only invite you to come and see for yourself.

HERE ON TREASURE ISLAND

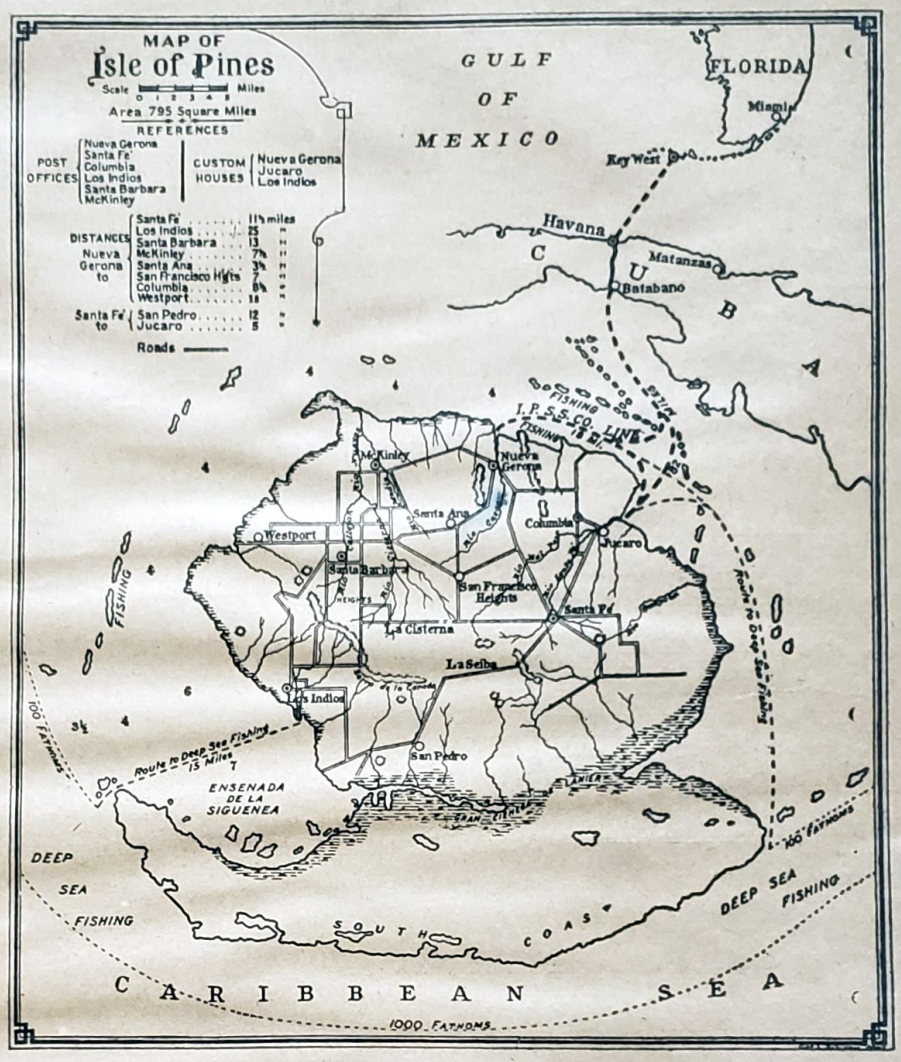
you can swim all through the year in water at ninety, eighty or seventy degrees, according to your personal preference.

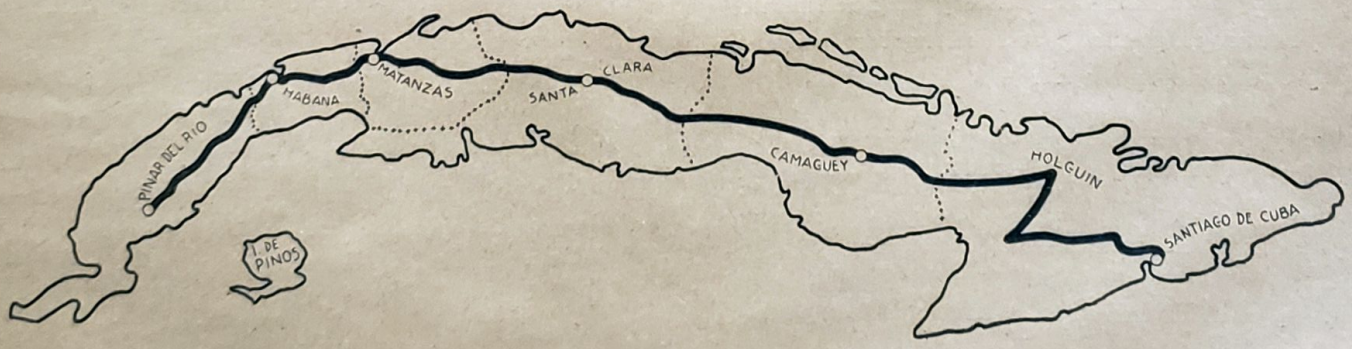
IF YOU WANT

livelier diversion than the Isle affords it is only twelve hours by comfortable boat and train or fifty minutes by air to Havana—most cosmopolitan Capital of the Western World—

COME SEE US SOON!

SCALES: Isle of Pines is shown at 10 miles to the inch while Cuba and Florida appear at 150 miles to the inch. Straight line distance Nueva Gerona to Habana is about ninety miles. (Map at right.)
SCALE: 100 miles to the inch. (Below.)





CHAMBER OF COMMERCE

(Photos Buholzer et al—

Jones' Jungle is probably the most interesting spot on the Isle to those who are care for varied tropical growth. Mr. and Mrs. Harry Jones have lived at this place between San Francisco and Santa Fe for many years and have built the surrounding area into a veritable jungle, but a clean, pleasant jungle which is really a botanical garden with hundreds of varieties from almost as many countries. Mr. Jones spent many years in Honduras during the stirring days of the history of that stirring country. Many visitors carry away memories of these interesting people and their jungle home as the most interesting ones of many voyages. The register at the Jones home has names of many great World figures and friends. The tree is a Breadfruit and bears dozens of edible fruits of several pounds each.

In the center is a Coco Palm from which the black boy in the tree has just cut big bunches of Cocos or, if you prefer, cocoanuts. The big, pure-bred Saint Bernard at the base of the tree is the property of Eugene Bowen of New York and Santa Fé and weighs more than two hundred pounds but finds the Isle quite a change from his native Alps.

At the right is a Papaya tree (pronounced Pah PAH yah) but often called Paw Paw although it is not related to that fruit. The fruits of the improved varieties are like extra large Muskmelons and the flavor of chilled papaya is an unforgetable delight.

GROVE SERVICE

A well-stocked Nursery of Grapefruit and Orange trees of the varieties which have proven most satisfactory for planting on the Isle of Pines.

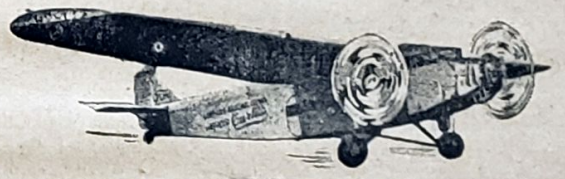
Nearly a quarter of a century of practical experience in planting and caring for sucessful groves here on the Isle—

Excellent connections for the purchase of supplies—Full equipment for every detail of planting, growing, harvesting, packing and marketing citrus fruit and vegetables—

Any or all of these services are available to the grove owner or prospective grove owner through

KOPF NURSERY & DEVELOPMENT CO.

A. C. KOPF, Nueva Gerona, Isle of Pines, Cuba



NEW AIRPLANE SERVICE

HAVANA-ISLE OF PINES

Every Tuesday, leaving Neptuno 2, Havana, at 6:30 a. m.
Leaving Nueva Gerona at 4 p. m.

50 MINUTES AIR TRAVEL

One way: $10.00 —— Round Trip: $18.00

Each passenger is allowed to carry, free of charge, baggage weighing up to 60 lbs.—10 cents is charged for each pound in excess of weight allowed. Return tickets are valid for 30 days.

EXPRESS SERVICE

Packages of reasonable size and weight are carried, at the rate of 10 cents for pound, the minimum charge being 50 cents per package.

For Information
Neptuno 2, Habana, Cuban Curtiss Airways.
Tropical Gardens Café, Nueva Gerona.
Santa Rita Springs Hotel, Santa Fe.

Compañía Curtiss de Aviación

NEPTUNO 2, Habana Phones: A-6664-A-7976

WE DISCOVERED TREASURE ISLAND!

Of course it had been discovered before and on the peaks or in the caves of its marble mountains there slyly lurked the shades of four and a third centuries of the most glamorous history since its first discovery by the great Admiral.

Spanish grandees had claimed its beauties for their patrimony-Drake had taken it over as his base of operations-Three hundred Pirate Chiefs, great or obscure, had headquartered there to refit their ships, heal their sick and wounded and surfeit themselves with the fruits of its bounteous soil and with the spoils of their forays on the Spanish Main—Black Ivory traders had followed them with great farms and schools to fit their human merchandise for the requirements of Southern Plantations, teaching them English and to do the tasks to be required of them—

José de la Luz Hernández, truly great Surgeon General of the Antilles, had discovered the virtues of its life-giving waters and pine-perfumed breezes and had made the story of its healing virtues so well known that his invalid Queen had come from Spain to wash away her infirmities.

José Martí found the inspiration which wrought Cuba's Freedom, on its enchanted shores, through he wore the gyves of an exiled prisoner—Evangelina Cisneros drew from its soil the heroic qualities which have made her name a shining legend of womanly greatness—The American Army found it, one of its greatest soldiers declaring it a land made especially to make sick men well and a Sergeant on leave buying the first land there to be owned by an American.

Then came a host of Americans who felled its immemorial forests and planted the citrus groves which now supply the World with its favorite breakfast fruit, the grapefruit, when there is none to be had from any other region. From Isle stock came Irene Foote Castle, Yukona Cameron, Charles Francis Coe and a dozen others who have become celebrities in the Great World of art and from the Isle Richard Harding Davis, William Jennings Bryan, George Alan England and another score have drawn strength, health and inspiration—

LAUREL TREE, SANTA FÉ

PRESIDIO MODELO

SARDA HOME

BUT WE DISCOVERED IT,
in our turn, as the most pleasing objective of the most delightful air voyage in all America!

Our single motored Caravel of Discovery has been followed by scores of trips by our great multi-motored Airliners which carry visitors to Havana on a voyage of sheer breath-taking beauty across the rolling panorama of Habana Province to the Caribbean Sea and thence across its cay-dotted shallows to Treasure Isle itself.

NOW IT IS TIME FOR YOU, TOO,
to make a voyage of discovery-one you will always remember for the real pleasure it affords! Nearly a hundred miles in fifty minutes of comfortable but glorious flight with a tour of the Isle of Pines; 25 mile auto trip; lunch and a swim at Santa Fé, where Queen Amalia regained her health; inspection of the Presidio Modelo, where prisoners smile because they feel that way, and come forth free men of good will and social usefulness as soon as they have demonstrated the possession of those qualities and abilities which they need to make them worthy of trust.

Another fifty minutes of flight will bring you back to the Airport at General Machado. Our Aero-cars take you to the Airport and bring you back. The cost of this wonderful experience is only twenty dollars. If you prefer you may remain on the Isle of Pines for a few days and return later.

The one-way fare is ten dollars and round trip without the tour and lunch is eighteen dollars. Return good for 30 days. Sixty pounds of baggage free.

TO REALLY ENJOY A VISIT TO CUBA YOU MUST SEE IT FROM THE AIR

This means SPEED—COMFORT—ECONOMY—PLEASURE

CURTISS CUBAN NATIONAL AVIATION COMPANY

NEPTUNO 2, HABANA

(Photos American Photo Studios, Habana)

Groves or groups of Royal Palms, like that shown at the top of the left column, are to be found in all parts of the Isle but Pine trees do not grow on the soils watered by the run-off of rain from the marble mountains. John Koenig has succeeded in getting pineapples (Piñas in Spanish), like those in the second photo, to give a crop in every month of the year. Next, among Royal Palms and with a mountain for back-ground, is the home of Mr. and Mrs. Will Carson of Pittsburgh on the Beach at Bibijagua near that of Mr. and Mrs. James Saxe of Massachusetts. At the bottom is a beautiful young grapefruit grove built for a northern owner by Kopf Nursery & Development Company. The hundreds of rivers and arroyos of the Isle present thousands of scenes as beautiful as the one at top, center. Bananas of many kinds grow well anywhere on the Isle and are often used for hog feed on account of the ease with which they are produced. A cluster of Isle grapefruit waiting to pay Uncle Sam two cents each to get into the States at a time when no U S grown grapefruit is available. At top, right, is a moonlight view of the great harbor at Siguanea Bay which is large enough and deep enough to accomodate the entire United States Navy at once. Boating on Siguanea near Los Indios. The late great Bryan opening Isle of Pines Fair at Santa Fé. Just another river scene, a ford near San Pedro.

YIELD & QUALITY

OF YOUR

CROPS

CAN BE MATERIALLY INCREASED

BY THE USE OF

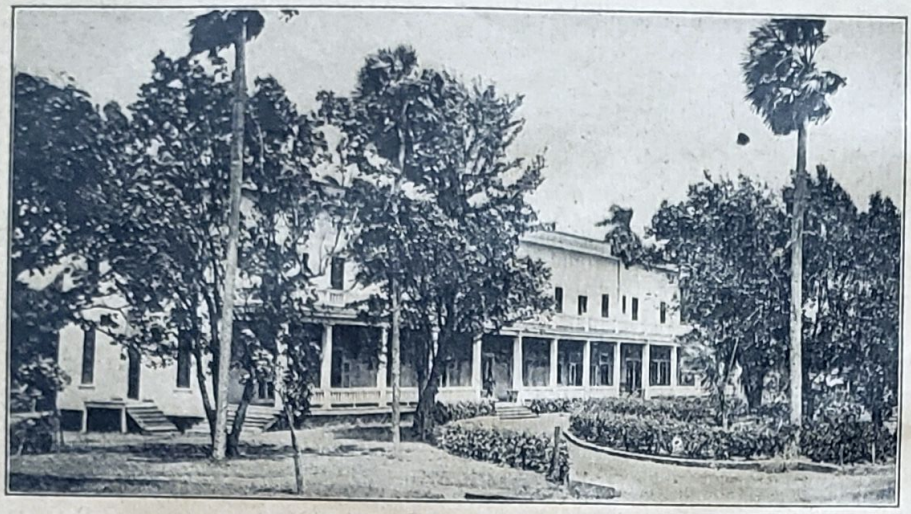
BRADLEY'S FERTILIZER

Manufactured by

THE AMERICAN AGRICULTURAL CHEMICAL CO.

Sole Agent for Isle of Pines

A. C. KOPF NUEVA GERONA



THE SANTA RITA SPRINGS HOTEL, shown above, is an American Hotel which is open all the year under the direct management of Mr. Austin G. Campbell who has had long and complete experience in the handling of residence hotels here and in the United States. The rates are from four to six dollars per day per person, American Plan, and reservations can be made by mail or cable to Santa Rita, Santa Fé, Isle of Pines, Cuba. All rooms with connecting bath.

The Santa Rita is the home of the Santa Rita thermal baths, famous for a century and more for their remarkable cures of nervous and organic ailments. The baths are an adjunct of the hotel and a part of the hotel property. They are highly radio-active and the temperature of about ninety degrees is one which offers no shock to persons in delicate health. Immediate stimulation is noted and few cases have failed of quick recovery. Many doctors of medicine come yearly or oftener for their own health and many bring clients with stubborn ailments, for the benefits to be obtained.

Located on one of the highest inhabited spots on the Isle and surrounded by beautiful grounds, the atmosphere is one of homelike comfort under American direction and with English speaking service. Guests are met at the dock or airports by the comfortable closed-type cars of the hotel. Delightful trips to all parts of the Isle can be arranged. Fishing trips, which give all the thrills to be had from this king of sports, can be had at small cost. The surrounding waters of the Caribbean Sea constitute the breeding-place of the Tarpon and other gamefish which migrate through the Yucatan Channel on reaching their full growth and are later found in the waters off the Florida coasts. More than two hundred varieties of fish are found in abundance in these waters.

Thousands of most distinguished figures in the professions, business, social and political life have visited the Santa Rita Springs Hotel and its files are packed with letters of those who expressed surprise and pleasure at the actual benefits experienced from the use of the baths and of enjoyment of the excellent accommodations of the Hotel.

The very moderate rates are not an index of the quality and character of the service and comfort offered, and the health benefits are priceless. The World's finest fruits and vegetables, as well as seafoods, are always available for the table. The iodine and vitamin content of the Isle's products are shown, by analysis and the complete absence of deficiency disorders among Isle inhabitants, to be among the most remarkable to be found in any land.

In Summer or Winter the visitor finds delightful weather and a comfortable residence at Santa Fé at the top of Treasure Island.

SANTA RITA HOTEL

SANTA RITA THERMAL BATHING SPRINGS

Santa Fé, Isle of Pines

Mr. Robert I. Wall announces that Mr. A. G. Campbell will continue the management of the above for the coming winter season.

The Santa Rita Hotel is open the entire year and bookings for the winter season are now being made.

ROBERT I. WALL.

FAUSTO THEATRE

CONSTANT IMPROVEMENT—

of the facilities for enjoyment of the best in entertainment has been the effort of the management of YOUR THEATRE.

A bit of remembering of the best in housing, seating, and pictures available here as short a time past as two years will convince anyone, on comparison with our present equipment, that we are really trying to provide you with every possible comfort and pleasure.

We are far from satisfied, still, and pledge you our best efforts toward a continual betterment in the same spirit of co-operation in which you give us your patronage.

Yours for better entertainment,

THE FAUSTO THEATRE

Four Out of Five Have It!

THE habit of stopping at the ROYAL PALM HOTEL is one that nearly all Isle of Pines folks have acquired and one which results in their greater enjoyment of visits to Habana.

We, here at the ROYAL PALM, know and love the wonderful Treasure Island—We feel that "PINEROS" are home-folks and we try to make them feel that here, too, they are at home.

When guests from the North want an interesting trip we suggest a visit to the Isle as the nicest of them all. When people come here from the North on their way to the Isle and let us know about it, they get some of that extra measure of friendliness we reserve for friends of ours.

We do not claim that the Hotel Royal Palm is the most luxurious nor the highest priced one in Habana—We do say that IT'S GOOD—We try to make your stay a real pleasure and there is no hotel here that is more comfortable or more conveniently located for shopping, business or pleasure. Our rates are as low as is consistent with good service and the convenience we offer.

The New Hotel Royal Palm

WILBER E. TODGHAM, *Proprietor*

San Rafael and Industria, Havana, Cuba — Cable Address: Royal Palm, Havana

New Census Gives Isle of Pines a Population of 9,454

1925 Estimate.	5,125
1930 Estimate.	5,243
1931 Census.	9,454

Although data for different classes and nationalities resident on the Isle of Pines have not yet been published at the present writing, end of November 1931, the Isle of Pines Post has been informed through official channels that the preliminary figures for the Census just completed show a total of 9,454. As this number is far in excess of previous figures and estimates it is assumed that the Presidio population of almost three thousand has been included. Even in this case our own observation as to increasing population has been more than borne out as this leaves a civil population of almost seven thousand and shows an increase in that population of about twenty percent since the last official census.

There was a marked decline in the English speaking white colony, generally referred to as the American Colony, during the period from 1913, when this group was at its strongest, to 1929. On January 1st 1928 there were 242 registered American Citizens living on the Isle and the total number was estimated by the Government at 300. The first accurate count of English speaking white residents was made in October 1929 when 206 adults, single persons, were checked and 152 married couples were found making a total of 510 adults. Children were placed at 122 of whom about half were in attendance at the American Central School. This gave a total of 632 of whom at least 60 percent are Americans.

A recent check of new and returned residents against those departing more or less permanently gave a net increase of 74 which should give a present total of well over seven hundred. This does not mean U. S. Citizens exclusively as there are many English or Canadians and many other Europeans who are included among the English speaking group because they speak our language and "belong".

Strangely enough, there are very few of these residents who read, write or speak Spanish to any considerable extent, even among those who have resided here for from twenty to thirty years or among the younger generation born and raised on the Isle. Socially there has been no admixture between the English and Spanish speaking elements although their business and personal relations are almost universally friendly.

All of these facts tend to make the Isle of Pines a peculiarly desirable place for living and for raising a family in peace and happiness. Church, school, club, lodge and social facilities are diverse and yet exclusive. Transportation, Banking, Hotels, leading stores, entertainment, shipment and production of most of the articles consumed or exported, including an excellent dairy, are in the hands of members of this colony and three fourths of all of the usable land on the Isle belongs to them or to Americans residing in the States.

These and other factors which have been explained in text or advertising in this Descriptive Number of the Isle of Pines Post make this the most distinctively American of all large English speaking colonies in the tropics, none of which has comparable facilities for those who prize and wish to carry on their nationality and its standards while living in a kinder and more salubrious climate than is to be found anywhere in the States or their possessions.

For the person who has a small but safe income, or a larger one, the Isle of Pines offers the most logical place of residence. Most of our residents came here on account of ill-health or inability to bear the rigors of intense summers and equally intense winters in the north. Those who, forgetting these after many years of residence, go north in summer, find the heat of the higher latitudes almost unbearable after the mild summers of the Isle. Spring and fall in the north have taken more of our residents by death than have ever died on the Isle. Old age, here, has no terrors as a dozen or more young fellows of eighty or more springtimes can show. There are many here who retired twenty or more years ago and find themselves in better health today than at that time.

Thar's gold in these here hills; some of it buried by pirates, some of it as nature put it there and some of it raised on evergreen trees with fragrant blossoms. More precious than all the gold of the true Treasure Island are its treasures of health, comfort and happiness and this is the exceptional case of a treasure which can be shared, used and still kept undiminished in brightness, weight or value.

Eugene Pagé

House Contracting
Furniture made to order
Boat Building

Office and Shop, East side Céspedes St. near street leading to Steamship Dock

APPEAL PRINT SHOP

Will do your printing at reasonable prices. On work done locally you can check your proof—See MARTIN MANENT

Appeal Building, Nueva Gerona

HAVE YOUR CLOTHING CLEANED RIGHT

FRENCH DRY CLEANING AND PRESSING

Ramiro Celaya

Martí Street beyond Woman's Exchange

FOR SALE—Furnished home; many fruit trees and ornamentals. This is the Hahnel place, Santa Bárbara. Mr. John Bowie has keys. For further details see Mr. Giltner at the Bank or write R. B. Hahnel, 140 Kansas street, Rochester, N. Y.

THE RIALTO

VITAPHONE VAUDEVILLE

It is our desire to please you with comfort, cleanliness, coolness and the best entertainment we can obtain. Good vaudeville occasionally as well as the best of the talking, singing pictures.

FRESH BEEF AND PORK

Our clean and sanitary meat market in Nueva Gerona is equipped with a Lippman refrigeration unit of ample capacity to insure the proper care of your meats and that they reach you in the most appetizing condition—Tell us what you want—in English, if you like—and we will give you full weight at fair prices.

ROMILLO & HERNANDEZ

MARTI STREET NUEVA GERONA

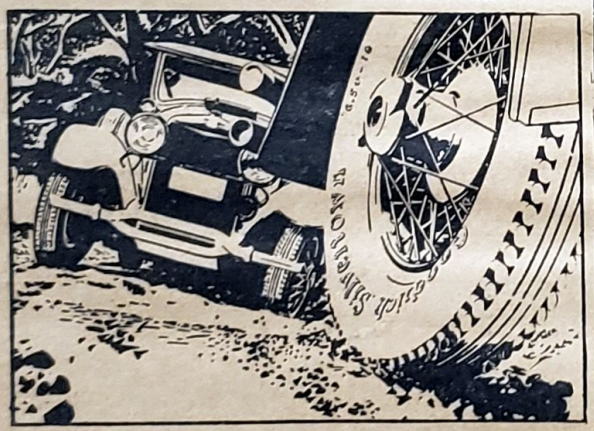
TESTED OVER 5,000,000 MILES OF EVERY KIND OF ROAD

Goodrich tires come through without a single failure

To prove Goodrich Tires the safest and best for you to buy, the Goodrich Test Fleet has taken these tires over every kind of road . . for 5,000,000 miles! Without an accident. Without a blow-out. Without a single tire failure!

This supreme test—and continuous tests in the laboratory too—has enabled Goodrich to build a better tire, and to prove it with facts.

No longer need you guess about tires . . . and perhaps risk your safety and your family's lives. You KNOW now that Goodrich Tires will not fail — that they are the safest tires made.



The Test Fleet of 15 cars deliberately took these tires over the worst roads possible.

Careful check was kept of how the tires stood up throughout the test, in order to build a better tire yor you.

Goodrich

SILVERTOWNS

HOYT AGENCIES

DISTRIBUTORS FOR ISLE OF PINES

GASOLINE OILS & GREASES TIRES AND TUBES AUTO SUPPLIES

Our Bowser Pump never lies—You get what you pay for—
Let us serve you with good, clean SHELL Gasoline.

GENERAL TIRES ARE GOOD TIRES — Why not use them and save worry?

ROMILLO & R. HERNANDEZ

FILLING STATION AND AUTO SUPPLY STORE

MARTI STREET NUEVA GERONA

This shaded bit of roadway near Santa Barbara is covered over by Ficus or Rubber Trees which drop feelers from the limbs to the ground. These root and grow into supporting trunks which cause the tree to take on weird forms. The place shown is almost in front of the home of Captain William J. Mills and the road is typical of a large part of the roads on the Isle.

Clay and iron or manganese gravel are materials available all over the Isle and these make an excellent road material which is generally used and makes good roads possible at a small cost. Although there is a heavy tax on all gasoline consumed on the Isle, as in Cuba, and the car license runs around forty dollars, the Cuban Government has done nothing for the Isle roads in many years in spite of many direct promises. The roads are generally kept in very good condition by the residents themselves.

Here is another section of the same road shown on the opposite page. Here it has a border of Royal Palms and in the distance it is over-arched by Bamboo on each side where it crosses the bridge at Casa del Río, property of Peter Christensen. This is one of the most attractive properties on the Isle and has one of the best and most comfortable houses.

The property consists of seventy acres of exceptionally fertile soil wich is divided by both the Callejón (pronounced Cahl-yay-HOHN) River and the road shown. There is a very productive grove and a large variety of fruit and ornamental trees on the place as well as several acres in bananas. Some of the finest corn produced on the Isle is raised here with about sixty bushels to the acre without fertilization. Mr. and Mrs. George Allan England sometimes spend their winters as guests at Casa del Río.

A New Combination of Old Sprays—One Spray for All Usual Citrus Pests

—Test it against the most effective spray program you have ever used

For years we have worked to develop one simple and effective spray which—alone—will control all ordinary citrus pests. Now, after three years of careful experiment in Porto Rico it has won its place there and is used more than all other sprays together. This is simply one gallon of SULPHOCIDE added to 200 gallons of water to which solution is added two gallons of SCALECIDE. It is just that simple.

This SULPHOCIDE-SCALECIDE spray has proven, in extensive grove tests, to be more effective than oil emulsions and Bordeaux, lime-sulfur and nicotine. While it controls scab it does not seem to injure friendly fungus. This ONE spray is the IDEAL spray for scab, scale, rustmite, whitefly, aphis or any of the other ordinary citrus pests. It has no record of injury at any time or under any weather conditions—with it the time to spray is ANY TIME when prevention or control is needed—in the flush—during the bloom—in fruit.

B. G. PRATT COMPANY

50 Church Street, New York City Isle Representative, A. C. KOPF

Direct Service between Tampa and Isle of Pines

FOR years the Diesel-motored ex-submarine chaser B. M. S. NOCA has ploughed its way back and forth between the Isle of Pines, Tampa and Grand Cayman with a mixed cargo of supplies for the Caribbean Islands.

British Motorship "NOCA" entering Port of Nueva Gerona, Isle of Pines. Her port of registry is Georgetown, Grand Cayman, which lies a little over two hundred miles south and slightly east of Isle of Pines.

It has constituted the quickest and cheapest means of getting shipments, originating near its sailing dates, from the great wholesale export houses of Tampa into the stores of merchants on the Isle. Liberal patronage by these merchants and many travellers has made it necessary to modernize and enlarge the service direct which will be accomplished in a few months with the placing in service of our new ship, which will replace the "NOCA" on the run and afford much more comfortable quarters for passenger and a greatly increased freight capacity.

The new ship which will replace the "NOCA" in the Tampa-Isle service in the early spring of 1932 will have accommodations for 30 passengers and for 100 tons of freight. Her length is 102 feet; beam, 21 feet; draft, 9 feet, loaded.

AGENTS—TAMPA: FLORIDA CUSTOM HOUSE BROKERAGE CO.

BENTLEY-TREZEVANT BLDG.

CARIBBEAN MOTORBOAT CO.

CHARLES FARRINGTON, MASTER

CENTRAL CAFE

MEALS AT ALL HOURS AND AT REASONABLE PRICES

Try our Beefsteak with fried potatoes and coffee at twenty five cents or Yellow Rice with Chicken at the same price.

CORNER MARTI AND HERNANDEZ STREETS

A Real Beauty Spot on the Casas River Near Nueva Gerona

The Isle of Pines United Land Companies

CAPITAL STOCK, $250,000.00 FULLY PAID

ROBERT I. WALL, *President*
Santa Fe, Isle of Pines

CLEMENT J. WALL, *Sec'y and Treas.*
53 West Jackson Street, Chicago

Succeeding the SANTA FE LAND COMPANY, organized in 1902, which Company was organized, operated and largely owned by the officers of this corporation, who have also wholesaled about one-fourth of the total area of the Isle of Pines.

We still own and offer for sale large acreage on the Santa Fe tract which was all originally owned by us, also we own and offer for sale large acreage on the Almácigos, San Juan, San Carlos, Hospital and Hatillo tracts.

We offer a very large selection of every variety of lands. Lots in the town of Santa Fe, sea frontage, Júcaro, Santa Fe and Mal País rivers frontage and dockage at very low prices, in any quantities, and on very reasonable terms.

For descriptive matter, selling agencies contracts, etc., address the Chicago office as above.

There has never been a dollar of indebtedness or incumbrances on any of our properties, and titles are perfect and Warranty deeds given on all sales.

Below is given another view of the home of Mr. and Mrs. Louis C. Giltner on the Casas River about three miles up the river from Nueva Gerona and five miles or more from its debouchment into the Sea. This is the same scene that is shown on the front cover of this issue of the POST, but is taken from down the river. It has repeatedly been chosen, in one or another of its aspects, for publication.

Under a Spreading Rubber Tree

is the Blacksmith Shop which for many years has done each job of Truck-body, Wagon, Spray-tank or other building; Horse-shoeing, Hardwood Lathe work, iron or steel Forgework or others along such lines, in a competent and workmanlike manner.

It is always ready to serve you and save you time and money by building or repairing your equipment.

AND ROSES

Roses bring back memories of other days and other climes—
Roses make a home more homelike and unforgettable to those who go away—
Roses add value and appeal to any property—

We have more than a dozen varieties and colors for your selection—Healthy, strong bushes are here, ready to beautify YOUR home!

See us and make your selection while there is a wide choice available

These are REAL ROSES raised from IMPORTED CUTTINGS

LOUIS ULLRICH **Nueva Gerona**

HUNDREDS OF BEAUTIFUL POST-CARD PHOTOS OF THE ISLE'S BEAUTY SPOTS. 15 FOR $1—POST-PAID
Films for your Camera—Careful developing and printing—Good photos of your home, grove, or loved ones—
JOSEPH BUHOLZER
Buholzer Photo Studio Nueva Gerona, Isle of Pines, Cuba

"Bob" (Believe It Or Not) Ripley and Harry (Doc) Kelton

Harry Kelton, New York sportsman and Isle grapefruit grower, has owned groves here for many years. He has recently purchased additional grove property which is under the supervision of Tom Nurse of Santa Barbara.

"Doc" expects to add his good friend Bob Ripley to the group of well-known people who get a lot of rest, health and inspiration from residence on the Isle.

Admittedly-
THE BEST OF THEIR KIND!
Isle of Pines Grapefruit—
Photo-engravings VEGA—

Artwork, Well-made Cuts, and Letterheads of Quality
Make your Advertising and your letters more effective
VEGA, Photo-engravings of Class
Industria 99 Phone A-4260 Havana, Cuba

GOODRICH SILVERTOWN and CAVALIER TIRES and TUBES
SHERWIN-WILLIAMS INSECTICIDES and ROOF PAINT
ARMOUR'S BIG CROP FERTILIZERS and MATERIALS
RAY-O-VAC RADIO and FLASHLIGHT BATTERIES
RADIO TUBES
CERTAINTEED PRODUCTS
BEAVER and GYPSUM BOARD
BRONZE and GALVANIZED SCREENING

WHOLESALE AGENTS FOR
WRIGLEY'S
ARMOUR'S MEATS
PARTAGAS TOBACCOS
KELLOGG'S CEREALS
ETC—ETC—ETC—

WE GUARANTEE ALL OUR PAINTS AND PRODUCTS TO BE GENUINE AND MADE IN U. S. A.

Whatever you want—ASK US FOR IT. WE KNOW where and how to order it and SAVE YOU MONEY!

HOYT AGENCIES

VIRGINIA CAFE

Where they gather for coffee, a moment of relaxation or a friendly business talk. Cold Beer, fine wines and liquors. All of the newspapers and periodicals in Spanish. Good Spanish cooking, well served. Ice Cream and cakes. Special Dinners on order.

CAFE VIRGINIA

On the corner across from the Bank—Nueva Gerona

NORTH GERMAN LLOYD

NORTH GERMAN LLOYD

The entire North German Lloyd fleet is famous all over the world for speed, comfort, luxury and faultless service

Regular sailings from Havana to Europe, to Galveston and to Mexico

The line of the twin fliers — fastest afloat

For Information

A. C. Fabricius & Co.

Apartado 1986 — Tel. A-3455

HABANA

CHURCH DIRECTORY

ADVENTIST: Every Saturday, Sabbath School at 9.50 and Preaching Service at 11; Prayer Meetings every Wednesday Evening at 7:45. These hours apply at Chapel in Santa Bárbara and that in Nueva Gerona.

CATHOLIC: Church of Our Lady of Sorrows, Nueva Gerona; Mass every day at six in the morning. High Mass at 9 A. M. Sundays. Rosary and Benediction every evening at seven. At Santa Fé, Mass every morning at seven at the Chapel at the Quinta and at the Church at 8 on Sunday morning. At Santa Bárbara, Mass at Church of Saint John every other Sunday morning at 10:30.

LUTHERAN: Services every Sunday — Santa Bárbara at 10 A. M.; Nueva Gerona and Jacksonville, (South Coast) at 2 P. M.; Palm Grove at 3:30 P. M. and at McKinley at 7.

UNION CHURCH: Santa Fé; Preaching Service at 9:30 A. M. on second and fourth Sundays; Sunday School every Sunday at 10:30 A. M. — Nueva Gerona; Preaching Service at 11 A. M. on first and third Sundays; Sunday School every Sunday morning at 10. Spanish Services, Nueva Gerona; Sunday School at three and Preaching Service at 7:30 every Sunday.

THE BIG STORE (Formerly known as Castiñeira's)

Bigger than ever with the recent addition doubling the capacity of the store. The Big Store is a real department store handling Dry-goods, Nations, Clothing, Shoes and General Hardware.

Our large stock and large purchases make it possible for us to offer the public money-saving bargains in first-class goods and this is our constant aim. We are always trying to make it possible for you to make each dollar buy a little more in comfort and satisfaction and to go a little farther in supplying the needs of your home and family.

We also have a tailor department with a competent tailor in charge who will make your suits and trousers to fit you as you expect them to fit—LINENS and SUITINGS of all grades for your selection.

SHELL OR STANDARD GASOLINE AND OILS — Other oils also

Try the **Big Store** first—If you will make an honest comparison as to both quality and price we are sure we can merit your patronage. VISITORS from the North will find many bargains here to take home—Let us supply you with hats, shoes and clothing for your ...bles on the Isle — You can better enjoy your trips if not worried about spoiling your better clothing.

THE BIG STORE

WASHINGTON HOTEL BAR

At the Washington Hotel Bar, on Virtudes Street adjoining the American Club, all of our friends from the Isle a special welcome. Chung Wah's Restaurant in connection is also well-known to Pineros. In making an appo just say, "Meet me at Fred's."

FRED BERNOTH, Manager. **BOB HARRISON, Assistant.** **FRANK**

LODGES AND CLUBS

SANTA FE LODGE F. & A. M. meets at Lodgerooms in Nueva Gerona at 8 p. m. on the first Friday of each month. Work in English.

SANTA FE CHAPTER, Number Two, Royal Arch Masons, meets at Lodgerooms in Nueva Gerona on the third Friday of each month. Work in English.

EVANGELISTA LODGE of Nueva Gerona meets in its own Lodgerooms. Work is in Spanish.

ISLE OF PINES POST, AMERICAN LEGION, meets on the first Friday of each month at six p. m.

THE SERVICE CLUB meets with the Legion Post and these are dinner meetings.

THE ISLE OF PINES SOCIAL AND ATHLETIC CLUB meets every Saturday night at different places as chosen.

HIBISCUS CLUB, Club House at Santa Fé, meets at homes of members, Club House or elsewhere as chosen. Mrs. Edgar Bullock, President.

WOMEN'S ECONOMIC CLUB, Club House at Santa Barbara, meets at Club House or at homes of members. Mrs. Thomas Howard, President.

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View of Lacret Park, Nueva Gerona; Centro Escolar, with Tower; and Tower of Church. Taken by Buholzer from roof of Saint Joseph's Academy. In the background are marble mountains of the Casas Range with elevation of about 1,100 feet.

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